



PRESS RELEASE

November 16, 2012
i's FACTORY Co.Ltd.

Easy Application of Customer Insight

The Opt-In Email Service DEmail Collaborates with bodais

Increase your Chance of Direct Marketing with Demographic and Insight Data!

The i's FACTORY Co.Ltd., (Chiyoda Ward, Tokyo, President and CEO Tomoyasu Ohba, "i's FACTORY" hereinafter) announced today that its automatic evolution cloud analytic platform "bodais" starts to power as analytic tool to "Audience DEmail," a new service that SPiRE, Inc. (Shibuya Ward, Tokyo, CEO: Tomonori Hayakawa, SPiRE Inc. hereafter) released today.

The "Audience DEmail" that SPiRE Inc. launched on November 16th is the audience targeting mail advertisement package with which clients can identify users with high reaction probabilities. With full utilization of existing demographical information such as gender, age and location, it distributes lead-acquisitive opt-in emails to selected clients as a form of market research and analyzes user reaction with "bodais" on insight information such as hobbies and tastes of customers.

With more than 300 criteria of insight information SPiRE offers, "Audience DEmail" allows clients to minimize the series of operation to around two weeks as fast as possible from market research, customer targeting of high reaction probability to email dispatch to a new market. Also, comparing with traditional demographic information such as gender and age, insight data allows clients to increase its CTR*³ by three to five times. "bodais" was selected to perform these analysis with its world first automatic data cleansing function, speedy analysis and high predictive accuracy.

About bodais

Since its release in August 2011, the automatic evolution cloud analytic platform "bodais" continues to be introduced by corporations that extend sales development and



run DM-based customer strategy in domestic market. Besides, utilizing "bodais API" that is compatible with existing managerial systems enables businesses to shift from "data visualization" to "answer and action." Furthermore, it enables M2M risk management applying marketing sensing, and O2O promotion in which online purchasing can be linked to offline marketing. Along with the currently available scoring system, forthcoming additions include clustering, matching, text mining and other analytic modules.

Background of Service Development

The increasing computer capabilities in recent years have enabled an easy collection and accumulation of data with wide variety and of large amount. Meanwhile, there are increasing requests from businesses that try to use accumulated data for business strategy and marketing activity but technical and budgetary constraints prevent them of following up the daily inflation of data.

Since its foundation by Doctors of Science as core members, our company has provided consultations on data analysis and data utilization for businesses in a variety of fields and has commissioned more than three hundred projects. The wisdom acquired from these projects has brought us to understand that the nature of the problem on accumulated but abandoned data is rooted no less in data processing before analysis than complexity of analysis itself. The cloud-type analytic service "bodais" has been developed to consolidate these experience and knowledge and to provide them to a wide reach of clients. Additionally, services with "bodais API" have been launched to offer compatibility with the working systems of clients.

About Audience DEmail

"Audience DEmail" is an opt-in mail service enabling selective email distribution. From 1.4 million members connected to SPiRE through "DreamMail" service, a small number of test recipients is chosen based on specified conditions out of 300 registered attributes. "bodais" analyzes the characteristics attributes of reacted recipients and provides prediction scores for "the attributes leading to particular actions," allowing clients to prioritize email recipients based on reaction probabilities.



About SPiRE, Inc.



SPiRE Inc.

Headquarter: 9&10 Floors, Alive Mitake, 1-2-5 Shibuya, Shibuya Ward, Tokyo 150-0002

Founded: October 6, 1997

Representative: Tomonori Hayakawa

Stated Capital: 1,308,620,000 JPY

URL: <http://www.spireinc.jp/>

Origin of Bodais

As the integrated service of analytical technologies that visualizes potential and course of action within large data and text information, "bodais" is named after the "Bohdi mind", the intense desire for wisdom after enlightenment, combined with "dice" as a symbol of chance. "bodais" is a service to discover wisdom in the data.

*1 "Automatic Evolution" is the term coined by i's FACTORY to conceptualize the future computing in which computer evolves by itself through learning from outcomes of the actions.

*2 Based on actual performance.

*3 CTR(Click Through Rate) is a percentage of clicked advertisement or email out of total number of distribution.

About Us

i's Factory Co.Ltd.

Foundation: April 25, 2000

Representative: President and CEO Tomoyasu Ohba(Doctor of Science)

Stated Capital: 54,906,000 JPY

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