

## **Ascential Acquires DZ, Forging Enhanced Digital Commerce Service with Yimian and Edge**

*DZ joins Yimian and Edge to complete Ascential's digital commerce insights and advisory portfolio, offering customers the broadest available eCommerce solutions in China*

SHANGHAI, 13, April 2021 – Ascential, the specialist information, data and eCommerce optimisation company, announced today that it has acquired DuoZhun (DZ), a China-leading integrated eCommerce marketing solutions provider, leveraging big data to develop marketing strategy and land ecommerce operations. DZ joins Ascential's Digital Commerce business unit, together with Yimian and Edge by Ascential, providing comprehensive offerings in market and consumer trend analysis, new product development, category management, marketing effectiveness, media planning, and eCommerce operation, helping the world's leading consumer brands to explore growth opportunities online and offline.

"Ascential's Digital Commerce business unit provides solutions that empower our customers to be successful in the digital economy," said Chip DiPaula, President, Digital Commerce, Ascential. "The unprecedented rapid development of digital transformation in China is driving eCommerce trends globally, presenting an array of operational challenges to brands looking to drive growth in the field. As we continue to build our suite of China-focused services, DZ's data-driven consumer targeting and media planning turns our Digital Commerce business into a powerful proposition for customers looking to win in China and beyond."

Ascential is now able to offer the broadest range of eCommerce solutions for CPGs in China. Through DZ's strategic partnership with major Chinese eCommerce platforms, its media and marketing analytics and execution complement Ascential's existing market share, sales and consumer analytics in China.

"Ascential understands how important it is to brands to win in the China market, and has been driving forward with a focused commitment to better serve customers to achieve their goals. Combining Yimian and DZ's data sources, the enhanced capabilities provide a holistic view supported by data that helps our customers to find growth opportunities from strategic planning to omnichannel operations," said Tony Ren, CEO, Yimian.

"As we join forces with Ascential's portfolio of world-class digital commerce solution providers, DZ is leveraging partner resources to unlocking its full potential and optimise our own products and services," said Amber Chen, CEO, DZ. "Together with Yimian, Edge and other sister companies such as WGSN and WARC, we are developing game-changing solutions that redefine how brands are operating now in China."

## **About Ascential**

Ascential delivers specialist information, analytics and eCommerce optimisation platforms to the world's leading consumer brands and their ecosystems.

Our world-class businesses improve performance and solve problems for our customers by delivering immediately actionable information combined with visionary longer-term thinking across Digital Commerce, Product Design and Marketing. We also serve customers across Retail & Financial Services.

Ascential currently operates its digital commerce business through DuoZhun, Yimian by Ascential and Edge by Ascential; its product design business is run through WGSN, and marketing business through WARC and Cannes Lions in China.

With more than 2,000 employees across five continents, we combine local expertise with a global footprint for clients in over 120 countries.

Ascential is listed on the London Stock Exchange.

## **About DuoZhun**

DuoZhun (DZ) is a leading integrated eCommerce solution provider in China, leveraging big data to deliver marketing strategies and operational services. Its mission is to unlock business growth opportunities for clients with Insights that Power Foresight. It integrates and analyses massive eCommerce and consumer data, which enable DZ to identify issues and opportunities, provide optimised marketing strategies and media planning for customers. DZ's solutions have supported customers in the FMCG, apparel, sports, maternal and child, beauty, as well as digital industries, covering more than 100 international brands.

DZ is an Ascential company, headquartered in Hangzhou, with a number of offices established across China.

For more information, visit [www.duozhun.cc](http://www.duozhun.cc).