

DNP offers 2 types of CLO Service

Product based CLO “Smart Campaign™”

Realizes delivery of customers to retail stores via product promotions.

- Offers “must-buy” promotions for special products based on ID-ROS and purchase information

By Product

During the promotion,
10 purchases of a
Specific brand, you get...



An original glass as a
present



Franchise based CLO “CLO ASP Service”

Promotes the use of member cards, as well as promoting franchises of the issuer

- Allows for gathering of customers to specific retailers, by knowing buying habits through linking with card payments.

By store

Purchases of over 10,000
yen from a particular
store...



You get 3000 yen as
cash back



The Key to Success –Availability of different CLO products-

Offering a “fun” shopping experience to the customer

