

December 13th, 2019

CCI Wins Partner of the Year 2019 “Advertising Cloud” at Adobe Partner Day 2019

JAPAN – December 13th, 2019 - Cyber Communications inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. is pleased to announce that at Adobe Partner Day 2019, hosted by Adobe Systems Co., Ltd. (Headquarter: Shinagawa-ku, Tokyo: James McCready CEO ; hereinafter Adobe), it received “Partner for the Year 2019 ‘Advertising Cloud’”, an award given to the partner who has contributed the most to the development of the Advertising Cloud business during the year.



We were commended for promoting the following multifaceted cooperation and providing high quality services.

～Main reason of the award～

- Largest sales of programmatic TV advertising*1 for foreign broadcasters in the overseas campaigns
- Driving a solution that integrates Adobe Analytics*2 and DSPs*3 in the domestic campaign domain
- Collaboration with broadcasters and other premium video advertising inventory in the domestic DSP domain
- Data Current*4 providing data for “Adobe Audience Manager Audience Marketplace*5”



CCI provides a full range of services including strategic planning, technical support, implementation and operation of Adobe Experience Cloud*6 products in the advertising domain for companies that are currently using or considering the use of the product. CCI will continue to support the digital transformation of companies by providing high-quality solutions based on the knowledge we have gained over the years and our relationship with Adobe.

Mr. Takuya Takeshima, Executive Officer, Advertising Cloud Division, Adobe Systems Co., Ltd., has commented as follows,

“Congratulations on the award. In addition to the overseas campaign domain, this year we have seen collaboration on video ad inventory in the domestic campaign as well as collaborative solutions between Adobe Analytics and Ad Cloud DSP.

We appreciate your willingness to provide a broader Advertising Cloud to help our clients succeed in their business. I'm looking forward to working with you in the new year to expand our business under an even stronger partnership.”

*1 Programmatic TV advertising

Programmatic TV advertising is a way to automate the trading of linear TV ad space. You can transfer from a traditional viewer rate based approach to a data-driven, automated bidding approach based on audience data, delivering personalized and relevant ads to your audience.

*2 Adobe Analytics

Adobe Analytics Cloud, part of the Adobe Experience Cloud, is a customer intelligence engine that enables companies to use insights to take action in real time by uniquely connecting audience data across all of Adobe's clouds. Adobe Analytics Cloud is designed based on the Adobe Experience Platform, an Adobe's framework which provides such as Adobe Sensei, an Adobe framework that integrates open API, standard data model, AI and machine learning, to help brand companies by properly capturing, aggregating, streamlining, and understanding large amounts of disparate data, and enable to translate that data into a single customer profile.

*3 Adobe Advertising Cloud DSP

Adobe Advertising Cloud DSP (Demand Side Platform) is a platform for planning, executing, optimizing, and measuring advertising campaigns across TV, mobile, display and social independently. It is an ad optimization solution that predicts the optimal combination of ads based on budget and automatically manages and serves ads. It offers an AI optimization capability which is currently in beta. Advertising Cloud DSP also reduces the risk of brand damage and ad fraud by humanly selecting sites in advance of ad content being served.



*4 Data Current

Data Current is the name of CCI's data consulting service based on one of the largest data management platforms (DMPs) in Japan, with 400 million unique browsers (UBs) and 100 million mobile ad identifiers per month. Utilizing the know-how we have gained through helping many companies implement private DMPs and providing post-implementation operational support, we analyze the vast amount of data provided by our data partners and generate and provide segments.

*5 Adobe Audience Manager Audience Marketplace

A data marketplace that enables the distribution, buying and selling of data through the data management platform (DMP) "Adobe Audience Manager" user interface (UI) . Audience segments sourced through the Adobe Audience Manager Audience Marketplace allow companies to access, create, and understand audiences that are not typically available through first-party data.

For example, analogous models can be created based on third party data to scale audiences.

*6 Adobe Experience Cloud

Adobe is redefining customer experience management (CXM) with the Adobe Experience Cloud. The Adobe Experience Cloud is the industry's only comprehensive solution for creating digital content for experiences, including marketing, advertising, analytics, and commerce. The Adobe Experience Cloud helps you deliver compelling B2C/B2B/B2E experiences across all touchpoints and across all channels with consistency and continuity, accelerating your customers' business growth. Unlike traditional enterprise platforms that only deal with static and fragmented customer profiles, the Adobe Experience Platform helps companies fully understand their customers, and Adobe Sensei, Adobe's AI and machine learning technology, enables them to help companies gain insight from data and turn it into action. In more than 20 major research reports on the topic of experience, industry analysts ranked Adobe as a leader, more than any other technology company.

About CCI

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market.

We work with media to provide value to users and enable communication between clients and users through cutting-edge marketing services based on our philosophy of "contributing to a more prosperous information society by providing innovative and reliable interactive communication services".



(<https://www.cci.co.jp/en/>)

Inquiry

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