



January 7th, 2021

CCI started handling the digital flyer service, "LINE flyer"

JAPAN – January 7th, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc., started handling "LINE flyer", a digital flyer service optimized for smartphones that LINE Corporation (Head office: Shinjuku-ku, Tokyo; CEO: Takeshi Idezawa; hereinafter LINE) provides.

"LINE flyer" is a digital flyer service optimized for smartphones that delivers flyers and direct mail (DM), which until now have been distributed mainly offline, via LINE in accordance with users' interests and living areas.

With the recent spread of the new coronavirus infection, the demand for information on retail stores such as drugstores, supermarkets, and electronics mass merchandisers has been expanding further. By using "LINE flyer", companies can not only reach out to a large scale by utilizing the user base of LINE, but also can do PDCA operation by measuring the effectiveness after distribution, and implement effective communication measures that will encourage a wide range of target groups to visit stores and make purchase.

CCI will market the "LINE flyer" and propose plans that meet the clients' needs, and also propose measures that combine the use of "LINE official accounts" and "Apply via LINE" to support measures that meet the clients' issues.

CCI will continue to contribute to the effective marketing activities of companies by providing high value-added services.

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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