



February 19th, 2021

**CCI's one-stop EC support service "Commerce Container" begins to provide total support for Instagram shopping**

**JAPAN – February 19th, 2021** - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter "CCI"), a group company of CARTA HOLDINGS Inc., will begin providing total support for Instagram shopping with its "Commerce Container" service, which supports companies' EC sales strategies.



## Commerce Container

According to the Ministry of Economy, Trade and Industry, the size of the e-commerce market for consumers in Japan in 2019 was 19.4 trillion yen, and the EC market has been continuing to expand. In addition, the use of social media in EC to create contact points with customers has been attracting attention in recent years. Until now, social media has been used mostly as a means of attracting customers to discover products and brands, but it also has a significant impact on consumers' willingness to buy, and now that it is possible to seamlessly link posts to product purchases, it is expected to play a key role in EC.

With such a background, CCI has decided to provide total support for Instagram shopping in order to maximize the marketing effectiveness of companies in the social commerce domain by utilizing CCI's knowledge in the EC marketing domain and account support infrastructure in social media.



The specific services we will be providing are as follows:

- Support for setting up a new Instagram account
- Consultation for opening stores and sales on Instagram using the Instagram Shopping function
- Creation of data feeds (product catalogs)
- Production of creative and text to post
- Appointment of influencers
- Support for building in-house EC stores
- Planning and sales analysis in advertising to drive traffic, etc.

CCI will continue to support its customers' marketing activities by providing high value-added services in the EC domain.

■ Commerce Container

[https://www.cci.co.jp/news/2020\\_09\\_24/1-108/](https://www.cci.co.jp/news/2020_09_24/1-108/)

### 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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