



April 12th, 2021

BTP launches “Response Survey Tailor”, a PR survey response reporting service
~Assists clients in advertising, PR response analysis, feedback and future campaign
strategies in social media~

JAPAN – April 12th, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. and Biztailor Partners.inc. (Headquarter: Chuo-ku, Tokyo; Ryo Kuramochi, President and CEO; hereinafter BTP; <https://biztailor.co.jp/>), a joint venture with E-Guardian Inc., have launched “Response Survey Tailor”, a service to analyze and report on advertising and PR response on social media, for the advertising and marketing industry on April 12th, 2021.

According to the “2020 Advertising Expenditures in Japan: Detailed Analysis of Expenditures on Internet Advertising Media” jointly carried out by D2C, CCI, Dentsu, and Dentsu Digital, even amidst the influence of COVID-19, internet advertising expenditures were seen continuing to grow as a result of the further expansion in programmatic advertising and further increase in social ads and video ads due to stay-home needs.

Even though many companies are utilizing digital media to conduct ads and PR campaigns with a purpose of increasing brand awareness and purchases, it is currently difficult to reveal the “response”, which indicate how each campaign and strategy has brought changes to the consumers’ minds, merely through general performance metrics such as number of clicks and number of purchase. As such, there is an increasing need in obtaining a survey and analysis report which shows how brand image has changed, whether consumers have become interested in the service, and whether purchase intention is triggered before and after an advertising and PR campaign.

For such reason, BTP leverages the knowhow of “Social Listening Tailor”, a standard service which provides a 24 hours 365 days service of monitoring consumers’ “actual opinion” which becomes hot topics on social media at a minimal cost, and launches a “Response Survey Tailor” service which analyses and reports on the responses towards ad and PR campaigns for the advertising and marketing industry. By obtaining analysis reports on consumers’ responses on social media via this service, clients will be able to reflect on and evaluate their advertising and PR contents, plan their future advertising campaign strategies and so on.

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■ Scope of service of “Response Survey Tailor”

- Advanced analysis based on total acquisition on Twitter through research tool “Brandwatch”
- Create performance measurement reports (survey on related SNS topics; Collect, organize and analyze points of response over a short period to a medium-to-long period; Leverage the results for measuring performance and setting future KPI)
- Early-stage risk detection through a 24 hours 365 days automatic alert (visual examination is also available as an optional service)

BTP aims to continue contributing to the development of the industry by increasing efficiency and assisting businesses in the advertising and marketing industry in the New Normal era.

About BTP

Established in April 2020, BTP has been providing business process outsourcing (BPO) services specified in advertising and marketing industry. Through BPO services, BTP aims to develop business foundation which resolve the industry’s problem of shortage of human resources, and assist clients by building an environment that enables clients to focus on achieving their business strategies, in order to contribute to the further development of the industry.

[\(https://www.biztailor.co.jp/\)](https://www.biztailor.co.jp/)

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".

[\(https://www.cci.co.jp/en/\)](https://www.cci.co.jp/en/)



About E-Guardian

E-Guardian was established in 1998 and was listed on the First Section of the Tokyo Stock Exchange (TSE) in 2016. E-Guardian is a "Comprehensive Internet Security Company" that provide a one-stop solution to all clients' internet security needs through: Post Monitoring, Customer Support, Debugging, and Cyber Security. The E-Guardian group has the industry largest scale of centers in 8 local cities, 3 global cities and 19 other locations. E-Guardian has been involving in service development for the new era, such as Fintech and IoT industries, work-style reforms via RPA development and others, in order to protect the safety and security of the internet environment.

[\(https://www.e-guardian.co.jp/eng/\)](https://www.e-guardian.co.jp/eng/)

Inquiry

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