



June 14th, 2021

**CCI begins offering “PayPay Mall” consulting services
through "Commerce Container," a one-stop service for supporting the EC domain**

JAPAN – June 14th, 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 consulting services for the online shopping site "PayPay Mall" operated by Yahoo Japan Corporation through its "Commerce Container" service that supports corporate EC sales strategies.



We have been providing support for a wide range of EC domains including Amazon, Rakuten, Instagram Shopping, and Shopify. Based on our knowledge of EC mall marketing and accumulated experience in advertising and customer attraction consulting, we will expand our services and start providing consulting services for “PayPay Mall”.

“PayPay Mall” is a convenient and profitable online shopping mall where the cashless payment service "PayPay", which has more than 38 million users, can be used. As a result, purchasing activity in the "PayPay Mall" is becoming more active. This service provides total support for opening stores in “PayPay Mall”, from preliminary market research to site production and store opening support.

We will continue to support our customers' marketing activities by providing high value-added services in the EC field.

※CCI is certified as a Yahoo! JAPAN Commerce Partner.

The specific services provided are as follows:

- SEO
- Page design



- Inventory management
- Migration from Y! Shopping to PayPay Mall
- CRM service
- SALE event planning
- Product image creation
- Advertising and sales promotion measures
- Data analysis
- Reporting
- Logistics service

etc.

■Reference: CCI launches "Commerce Container," a One-Stop Service to Support the EC Domain - One-stop Support from EC Mall Sales Strategy Development to Production, Operation and Analysis
https://www.cci.co.jp/news/2020_09_24/1-108/ (Japanese)

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

PR Office, CARTA HOLDINGS Inc.

Inquiry form: <https://cartaholdings.co.jp/en/contact-ir/>