



June 1, 2022

CCI Announces Full-Scale Commercial Launch of its Pinterest Ads

JAPAN – June 1, 2022 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS Inc., today announced the full-scale commercial launch of its Pinterest Ads in Japan. The advertising service is available starting today.

Pinterest is a platform for visual search, helping people connect their ideas for recipes, home décor, fashion and other lifestyle elements to their next actions. Pinterest is drawing worldwide attention as a medium that inspires users and greatly influences “future” consumer behavior and is expected to become a new place for brands to meet new customers and fans in Japan.

A beta version of Pinterest Ads was made available prior to the full launch. In addition, CCI has been offering a consulting service called [CCI Social AdTrim for Pinterest](#), guiding brands on how to make the most of the platform for business. Based on the knowledge and experience gained through these efforts on Pinterest, our goal is to help advertisers maximize engagement and conversions with their customers through Pinterest Ads.

The combined use of CCI Social AdTrim for Pinterest and Pinterest Ads can be a one-stop solution for Pinterest marketing, ranging from setting up a business account to managing campaigns, and to reporting.

Moving forward, it's part of our plan to connect Pinterest Ads to “[lake.bi](#)”, digital advertising business intelligence services developed and provided by CCI, via API integration.

At CCI, we remain committed to enabling the most effective marketing activities 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/>)

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