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**CCI to Launch New Ad Delivery and Analytics Services as Part of its “Store Sales Ads” Solution by Leveraging Ponta’s Loyalty Membership Data**  
**Aiming to Better Help Brands Improve In-Store Sales**

**JAPAN – June 29, 2022** - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS, Inc., is pleased to announce that new digital ad delivery and analytics services will be launched as part of the company’s “Store Sales Ads” solution by leveraging point-of-purchase data from Ponta DMP owned by Loyalty Marketing, Inc.



“[Store Sales Ads](#)” uses point-of-purchase data to provide ad delivery and analytics services, initially to brands having stores in pharmacies and supermarkets. Moving forward, the service will be expanded to other partner merchants participating in the Ponta loyalty program.

Store Sales Ads deliver ads using Ponta DMP’s point-of-purchase data. Key features include:

- 1) Ponta’s loyalty membership data containing approximately 107.29 million IDs used for strategic segmentation based on:
  - **Specific products** to increase repeat purchase and to reach new customers with similar likes and tastes.
  - **Product categories** to increase market share within the category or to acquire new customers for the category.
  - **Overall distribution channels** to expand advertising reach and brand awareness.



2) YouTube In-stream ads are supported:

YouTube boasts an overwhelming number of users. In addition to the TrueView option, which is a more cost-effective way to reach viewers, the bumper ad format is also supported as a shorter but great way of expanding reach.

3) Reporting by segment:

The customer journey for a specific product from ad exposure to in-store purchase will be tracked, measured and reported by segment for those exposed and not exposed to the YouTube ad, to visualize how the campaign generates the lift in purchase.

Please note:

\*The use of purchase data is subject to review for each campaign. The availability as well as the terms and conditions for the data access and use may vary case-by-case.

\*A campaign report may not be made available in some cases, such as when the resulting data is insufficient.

\*For the purpose of this program, Loyalty Marketing Inc. ensures that purchase data from Ponta DMP will be analyzed and utilized in a secure environment where individuals cannot be identified, in compliance with the Ponta Membership Agreement and all applicable laws and regulations including the Personal Information Protection Law.

CCI will continue to help brands execute sales-driven in-store marketing campaigns for improved sales, by targeting ads based on in-store purchase history, measuring performance, and applying the PDCA cycle to their digital marketing efforts.

### **About CCI**

Since its foundation as Cyber Communications Inc. in 1996 with the advent of Internet advertising in Japan, the company has been working with media owners, advertising technology platforms, advertising agencies and other partners to create and grow the Internet advertising market by offering an extensive range of digital marketing services.

On July 1, 2021, CARTA COMMUNICATIONS Inc. started its operations by taking over the business from Cyber Communications Inc. CCI is committed to enabling rich communication between consumers and brands by providing cutting-edge products, solutions and services that respond to social changes and market environments.

Click [here](#) for more information.



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