



2022.07.01

## **CCI Announces Launch of LINE-Enabled KNOTBOX Marketing Platform**

**JAPAN – July 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 launch of its [KNOTBOX](#) marketing support platform powered by LINE, a social media application widely used in Japan. The new marketing tool helps brands to better leverage their official LINE accounts by enabling extended functionality, improved data collection and use.



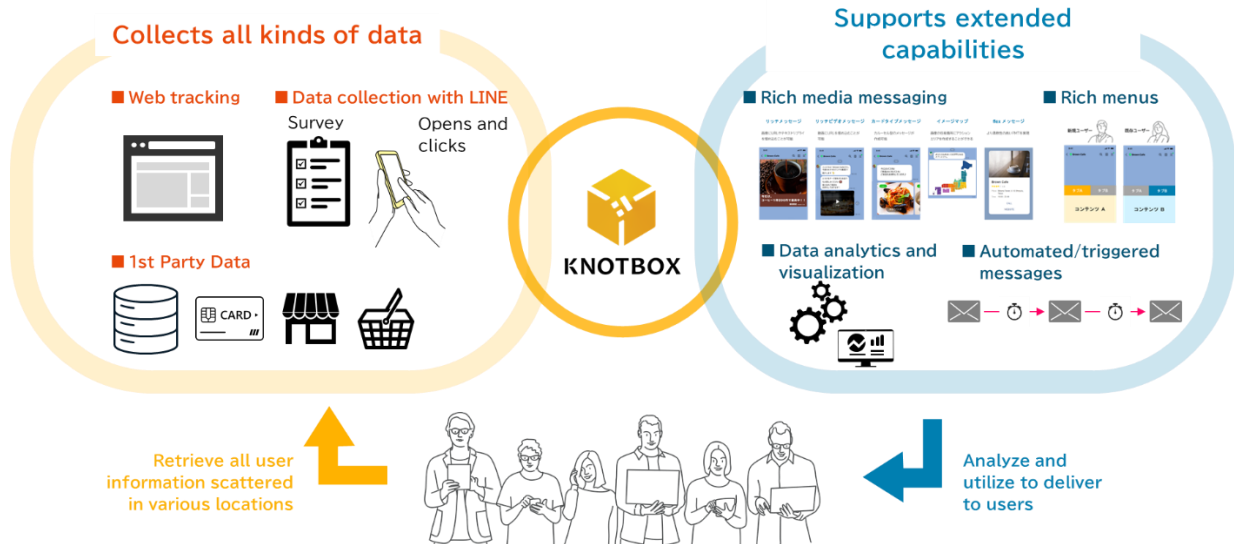
# **KNOTBOX**

LINE has become an essential communication tool for daily life, boasting 92 million monthly active users (as of March 2022). Naturally, LINE's office accounts play an important role in helping brands connect to customers. More specifically, official LINE accounts can help brands collect and use data for one-to-one marketing and personalized interactions which in turn results in increased engagement with users.

Prior to KNOTBOX, CCI has been offering LINE-enabled advertising programs and media planning. For example, [CCI Social AdTrim for LINE](#) is a one-stop solution, offering services ranging from account opening to campaign operations and to reporting.

KNOTBOX provides API integration with brands' official LINE accounts, enabling those brands to collect and use a variety of data for building communities and connections with users.

## How KNOTBOX works



KNOTBOX uses a single ID to connect all kinds of data, enabling brands to enhance user engagement in different ways.

### Collection of user information

KNOTBOX collects and connects all kinds of data, including not only data within LINE, but also survey data, behavioral data on websites and first-party data.

### Analysis and visualization of user information

In addition to engagement metrics such as clicks and open rates, user demographics, survey results and action data are also analyzed, visualized and utilized for various marketing efforts.

### Improved communication with users

The use of API integration allows for richer expressions and more flexible communication, including rich media messaging, tabbed menus, and auto-reply messages.

CCI remains committed to helping brands plan and execute truly effective marketing activities by providing high value-added services.



## 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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