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## **CCI and Blogwatcher Joins Forces to Launch New Location Data-Driven Ad Services, Enabling Brands to Reach Affinity Audiences**

**JAPAN – July 6, 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 new digital ad delivery and analytics services in partnership with Blogwatcher Inc. (Head Office: Chuo-ku, Tokyo; Masato Sakata, President and Representative Director) as part of CCI's Data Dig marketing service, by leveraging Blogwatcher's Profile Passport location intelligence platform. The partnership will enable integrated analysis of online and offline data without the use of cookies, helping clients reach more effectively to their affinity audiences.



Blogwather's Profile Passport is a platform that enables brands to collect, save, analyze and use GPS location data from smartphones owned by "users who have downloaded partner apps and given permission to collect their location data". Profile Passport has partnered with over 140 apps in Japan, and collected location data from 25 million MAUs in a privacy-safe manner.

Note:

- The above numbers are as of April 2022.
- Location data is collected with the user's permission and only anonymized data is used for the service.

New services include:

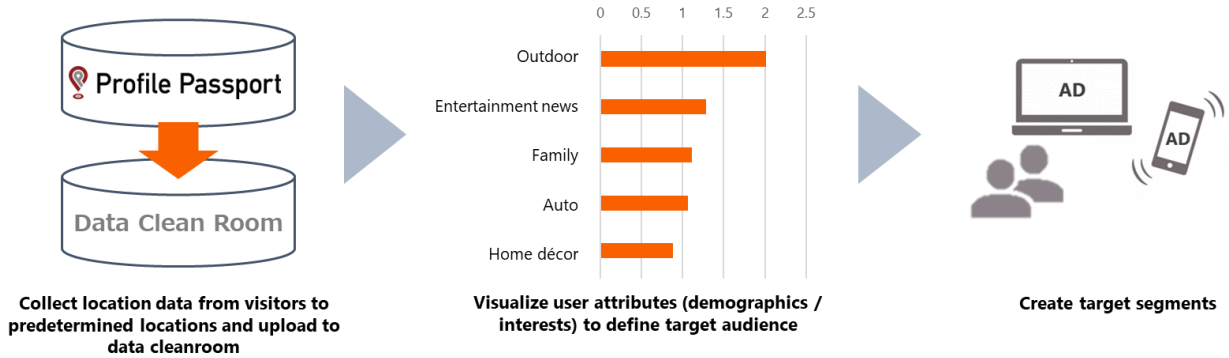
### **Location data-driven cleanroom analysis**

By setting up a data cleanroom where location data is securely processed and analyzed without using cookies from large platforms, the Profile Passport platform enables integrated analysis of online and offline data.

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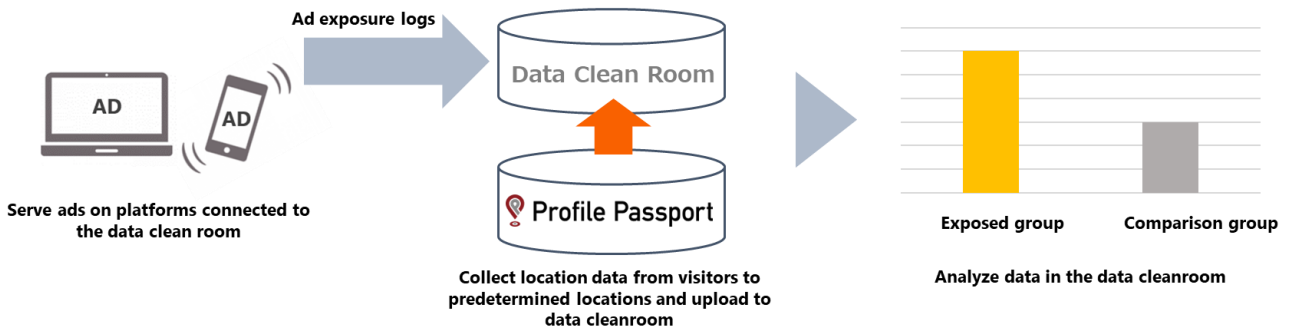
### User Analysis

Location data collected by Profile Passport from visitors to predetermined locations is connected to platform-owned demographics and interests data to identify targetable attributes for reaching higher affinity audiences.



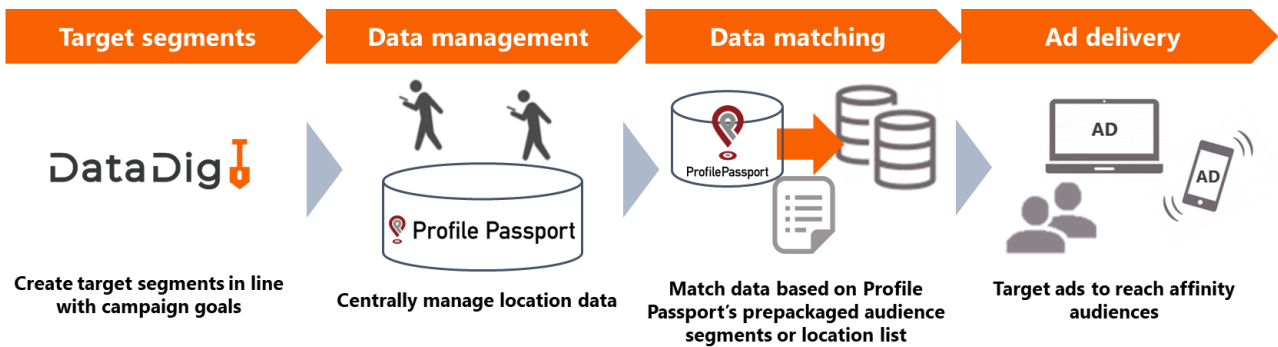
### Store Visitation Lift (SVL)

Combining ad exposure data uploaded to the data cleanroom with location data collected from visitors to predetermined locations can help determine how your campaign contributed to lift in store visits.



### **Location data-driven ad delivery**

Target segments are designed in line with campaign objectives and based on relevant and meaningful data to deliver the right message to the right people.



CCI and Blogwatcher remain committed to facilitating cookieless digital communications and helping brands continue to grow and thrive.

#### **About Blogwatcher Inc.**

Blogwatcher Inc. is dedicated to facilitating location data-driven ad delivery, analytics, data products and service development, by leveraging its own Profile Passport location intelligence platform.

#### **About Data Dig**

CCI's Data Dig offers an extensive range of data marketing services that help to facilitate successful digital marketing strategies in the world without third-party cookies. Ranging from the deployment of data analytics and measurement tools to data management services, and to marketing strategy building, a full range of support is provided to help solve various data marketing challenges faced by businesses today.

#### **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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