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## **CCI to Launch New YouTube Advertising and Analytics Services as Part of Data Dig by Tapping Into “ONE” Receipt App**

**JAPAN – July 26, 2022** - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS, Inc. announced today that it will launch a new YouTube advertising and analytics service as part of its Data Dig data marketing services, by tapping into receipt data submitted by shoppers who have downloaded a receipt app called ONE, which is operated by WED, Inc. (Head Office: Shibuya-ku, Tokyo; Souto Yamauchi, Representative Director and CEO; “WED”), and given consent for the use of their purchase data to the app.



Using receipt data collected via ONE enables brands to serve online advertisements based on the analysis of the user demographics and identify the impact of those ads on purchases offline. This helps specifically CPG brands and food manufacturers selling products in supermarkets and convenience stores optimize their digital campaigns, implement a successful PDCA cycle and maximize return on their marketing investment.

### **The new services include:**

#### **Pre-campaign: User analysis using a data cleanroom**

Data is collected via ONE from shoppers who bought certain products or from certain product categories and therefore are likely to buy the product being promoted. The receipt data from ONE will be matched with online data in a secure environment, or YouTube’s data cleanroom. Google’s affinity categories, audiences with strong purchase intent, and/or in-market demographics are identified based on user behavior on the web.

## In-campaign: Serving ads on YouTube based on the receipt data from ONE

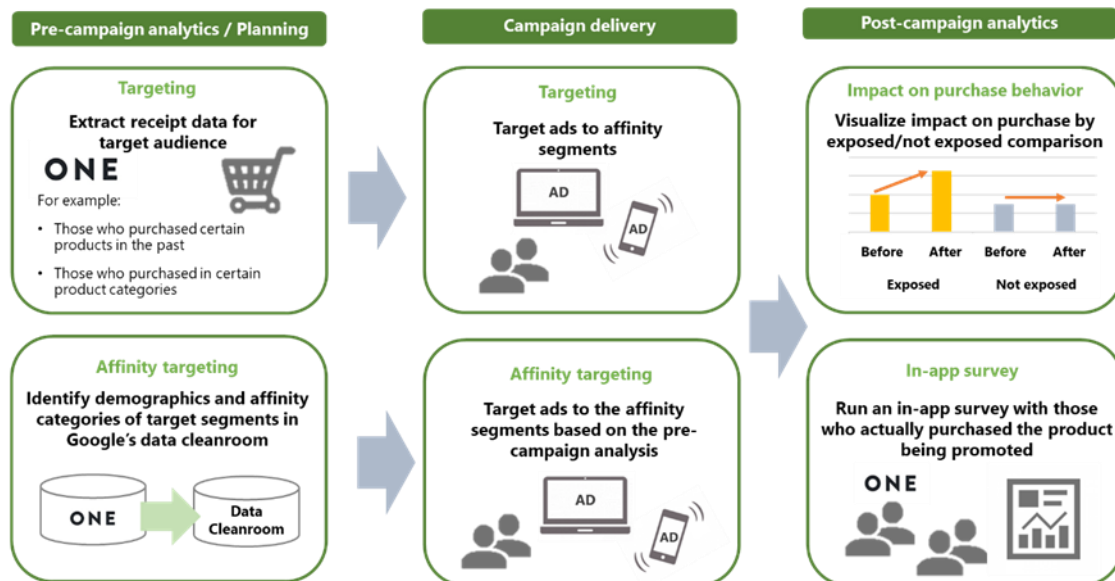
Target segments are created in line with campaign objectives and based on the receipt data for effective ad delivery.

### Use cases

- **Targeting existing customers to increase repeat purchases:** Receipt data from ONE enables to identify those who have purchased certain products to create target segments for YouTube advertising. In other words, it enables brands to target ads to their existing customers, or those who bought their products in the past for increased repeat purchases.
- **Targeting potential customers to expand reach:** Your loyal customers are identified based on receipt data collected via ONE and analyze the user data securely in YouTube's data cleanroom. Based on the analysis, affinity segments are created to target your YouTube ads to those who are very likely to buy the product being promoted, enabling to expand your reach to quality customers.

## Post-campaign: Advertising impact on sales lift and attitude change

Post-campaign analysis compares those who saw the ad with those who didn't to visualize the lift in purchases to determine how impactful the campaign was on the actual sales. Additionally, a user survey will be conducted by using ONE's in-app survey tool to measure attitude change, brand lift, and/or response to ad creatives, hence to generate a meaningful report that can inform future campaigns.





CCI remains committed to expanding and improving its Data Dig solutions on an ongoing basis, as well as preparing for cookieless digital communications so as to help our clients continue to grow and thrive.

#### **About WED, Inc.**

WED launched its receipt app “ONE” in June 2018, enabling users to turn their everyday shopping receipts into cash rewards. To date, the app boasts over 4 million downloads and over 400 million receipts collected as an app to “make everyday shopping fun and money-saving”. WED remains committed to improving its services on an ongoing basis, facilitating optimized consumption and bringing better and more products to people.

#### **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.

Contact:

PR Office, CARTA HOLDINGS Inc.

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