



2022.08.24.

CCI Launches Commerce Container Dashboard to Visualize Share of Voice on E-Commerce Platforms, Helping Brands Increase Product Visibility and Sales

JAPAN – August 24, 2022 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS, Inc. has launched its proprietary SOV analytical tool for e-commerce called Commerce Container Dashboard as part of its Commerce Container solutions that help businesses with their integrated e-commerce strategy. The tool enables brands to visualize their order and share of product listings on various commerce sites and platforms, and based on that data, develop sales promotion efforts tailored to their respective business needs.



According to a report by the Ministry of Economy, Trade and Industry (METI)*, the B2C e-commerce market in Japan exceeded 12 trillion yen in 2020, up approximately 20% from a year earlier, in the merchandising sector alone. E-commerce sales in 2020 accounted for approximately 8% of total sales (online and offline transactions combined), and is expected to continue growing.

As the e-commerce market continues to grow, so does the competition. Therefore, it's crucially important for brands to be able to measure and analyze their share of voice (the visibility of a brand's advertising and media exposure as compared to its competitors; "SOV").

With its Commerce Container, CCI has been helping manufacturing companies expand their market share in the e-commerce market by providing one-stop solutions ranging from analytics to the execution of sales promotion campaigns.



Based on its knowledge built with Commerce Container, CCI has developed its own Commerce Container Dashboard that enables brands to visualize the search result rankings of their products for specific keywords, which have a significant impact on their sales on e-commerce platforms, as well as the share of their merchandising on a search engine results page. By leveraging the data from the Commerce Container Dashboard, brands can analyze their business issues and plan and execute successful sales promotions.

Currently, the Commerce Container Dashboard supports data for Amazon and Rakuten, and will include Yahoo! Shopping by October.

CCI's Commerce Container Dashboard:

- Shows the visibility of a your advertised/unadvertised products on the first page of Amazon's and Rakuten's search engine results; a percent share will be calculated based on the number of your products listed on the first page of search results.
- Enables to see organic search results for specific keywords and search ranking positions of your products.
- Allows to save and track search ranking data for Rakuten.

<Screen image>





CCI is committed to expanding and improving its Commerce Container solutions on an ongoing basis, and helping brands plan and execute the most successful marketing campaigns by providing high value-added services in e-commerce.

*Source: FY2020 E-Commerce Market Survey, FY2020 Industrial Economic Research Commissioned Project, The Ministry of Economy, Trade and Industry (METI)

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/>