



2022.09.15.

**CCI Launches “Influencer Marketing by CCI Social AdTrim”
as One-Stop Solutions for Influencer Marketing**

JAPAN – September 15, 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 it has launched “Influencer Marketing by CCI Social AdTrim” as part of its CCI Social AdTrim to provide brands with one-stop solutions from planning through analytics for successful influencer marketing.



With the rise of user generate content (UGC) on social and other platforms in recent years, influencers active on those platforms have a growing impact on consumers. Naturally, brands are increasingly looking to influencers for ideas, plans and content for their marketing campaigns.

CCI Social AdTrim provides social media marketing consulting services optimized for different social platforms, helping brands engage with their audience where they are.

Based on a wealth of knowledge and experience built through Social AdTrim, Influencer Marketing by CCI Social AdTrim specializes in influencer marketing and provides end-to-end solutions ranging from planning to execution, and to analytics that are tailored to specific requirements. Product development based on the latest trends and consumer needs is also available.



Influencer Marketing by CCI Social AdTrim provides one-stop solutions for influencer marketing, including:

Planning and influencer relations

- Strategy building and planning tailored to specific needs and challenges
- Find and select right influencers by leveraging a network of over 30 influencer and talent agencies
- Prepare the most effective media tactics based on an overall marketing strategy, using YouTube, TikTok, Instagram, Twitter, publisher sites and more.

Project management and direction

- Communicate with influencers and **ensure that they deliver quality content by agreed-upon time**
- Creative development optimized for different platforms, including still image, video, portrait or landscape.

Analytics and reporting

- Measure campaign success against predetermined KPIs
- Conduct quantitative and qualitative analysis to inform future campaigns and initiatives

CCI custom packaging

- Design and develop CCI custom packaging for increased reach and engagement in partnership with content holders such as influencer agencies and music labels as well as social platforms

Family of CCI Social AdTrim products

- CCI Social AdTrim provides its own dashboard that enables data-driven analytics and decision-making.
- Historical results are leveraged to deliver the most effective media planning based on requirements.
- CCI's media experts will be assigned to provide end-to-end support from planning through reporting.

To learn more about CCI Social AdTrim, please visit <https://www.social-adtrim.cci.co.jp/>

CCI remains focused on providing high value added services to help its clients plan and execute truly successful marketing activities.



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