



2022.09.27.

**CCI Adds New Capability to Commerce Container That Helps Brands  
Build Brick-And-Mortar Storefront, Enabling Integrated Sales Efforts Between  
Ecommerce and Physical Stores**

**JAPAN – September 27, 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 the company has added a brick-and-mortar capability to its Commerce Container integrated ecommerce solution to help brands open a physical retail store or build a showrooming presence within shopping facilities. The goal is to help manufacturing clients further expand their brand awareness and sales.



As part of the Commerce Container solution, CCI has been enhancing its consulting capabilities to help manufacturing clients increase their market share in ecommerce, offering comprehensive services at one-stop, ranging from analytics to strategy building, and to execution.

In recent years, an increasing number of manufacturers are looking to open a physical retail store or a showroom within a shopping mall. However, they often find themselves unable to find the best approach to do so, for example, not being able to identify where to build them.

That's way CCI decided to add a new capability to Commerce Container to be able to advise on how and where to have a store or a showroom in brick-and-mortar facilities, based on its in-depth industry knowledge as well as hands-on D2C experience gained through planning, developing, merchandising and promoting its own skincare product for men called HAUT. The new service enables our

manufacturing clients to continue to grow their ecommerce sales while at the same time increasing their brand and product awareness offline.



Commerce Container services:

- Ad operations and consulting on Amazon, Rakuten and Yahoo! Shopping
- Ecommerce website development
- Support to enable Instagram Shopping
- Support to open a physical retail store or a showroom in brick-and-mortar shopping facilities

Customer:

**Meetz STORE** opened within Takashimaya Department Store,  
Operated by Takashimaya Transcosmos International Commerce

**Meetz**  
STORE



CCI will continue to enhance and improve its Commerce Container services on an ongoing basis, and continue to provide highly valuable and competitive services so as to help ecommerce businesses better market their brands and products.

### **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/>