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## **CCI Partners with PIANO Japan Analytics and Activation Platform to Help Kanagawa Shimbun Expand its Digital Business**

**JAPAN – October 12, 2022** - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; “CCI”), a group company of CARTA HOLDINGS, Inc. today announced in partnership with PIANO Japan Co., LTD. (Head Office: Shibuya-ku, Tokyo; Ryo Shioya, President and Representative director; “PIANO Japan”), a customer analytics and activation platform, that Kanagawa Shimbun has adopted PIANO, a digital business platform operated by PIANO Japan.

The PIANO platform allows the newspaper publisher to increase new subscriptions and retention, maximize customer lifetime value and expand their overall digital business, by enabling to plan and execute successful engagement efforts tailored to their paying and non-paying members as well as general readership.



**piano**

 **神奈川新聞社**

CCI has entered into a partnership with PIANO Japan through a project by the Local Media Consortium\* (“LMC”) to help local media companies with their digital transformation (DX) efforts. Kanagawa Shimbun has decided to adopt the PIANO solution as part of this initiative. More information can be found [here](#).

The Piano Analytics and Activation Platform measures thousands of customer data points and acquires first-party data to help its clients better understand their customers, then provide more relevant and personalized experiences based on their unique behaviors and profiles. Using this powerful end-to-end platform that comes with everything needed for media operations, Piano clients can achieve more scale, engagement and revenue by expanding the lifecycle and value of every digital interaction.

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CCI and PIANO Japan remain committed to helping brands plan and execute effective marketing activities by providing high value-added products and services.

\* The Local Media Consortium was jointly launched by CCI and Dentsu to represent and help local media companies expand their digital business, increase traffic, audiences and revenue on their websites, and facilitate their digital transformation.

### **About Kanagawa Shimbun**

Founded in 1890, Kanagawa Shimbun is the only regional newspaper in Kanagawa Prefecture that celebrated its 130th anniversary in 2020. The publisher also focuses on its website operations including a news site called Kanacolo and a community website called Imakana that provides up-to-date local information on popular attractions, shopping, food and lifestyle.

### **About PIANO Japan**

Piano is a global company with over 650 employees working across 15 offices worldwide including Amsterdam, Paris, Singapore, Berlin, Buenos Aires, New York, and Tokyo. The company continues to expand its global presence and product offerings, partly through the acquisitions of AT Internet and CeleraOne in 2021 and SocialFlow in 2022.

Over the past two years, the company has grown by more than 240% and has been ranked in the Inc. 5000 and Deloitte Technology Fast 500 for two consecutive years.

Domestically, Piano's platform has been adopted by major newspaper and magazine publishers, including The Mainichi Newspapers, The Sankei Shimbun, The Nikkan Sports News, The Hochi Shimbun, Shueisha, Kodansha, Fusosha, Nikkei Business Publications. Globally, the company helps over 1,000 major brands including Air France, BBC, CBS, IBM, The Wall Street Journal increase revenue and grow audiences for their websites. For more information, please visit: <https://piano.io/ja/>

### **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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