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CCI and Dentsu Digital Named Best Brand Partner at Meta Agency First Awards

JAPAN – October 19, 2022 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; “CCI”), a group company of CARTA HOLDINGS, Inc. is pleased to announce that CCI and Dentsu Digital Inc. (Head office: Minato-ku, Tokyo; Soichi Kawakami, Representative Director, President and CEO; “Dentsu Digital”) were named the winner of the Meta Agency First Award for Best Brand Partner.





The Meta Agency First Awards were created to recognize the partner companies that have achieved outstanding performance in the key business areas that Meta advocates and recommends. The recognition was first presented in Japan, ahead of the rest of the world.

The Best Brand Partner award was granted to CCI and Dentsu Digital in recognition of their contribution to the improved visibility of how different brand metrics perform on Meta's advertising platform, and as a result, significantly increased their customers' brand values.

CCI offers a full range of marketing services by leveraging Meta's platform through such products as CCI Social AdTrim to provide one-stop shop consulting services for social account management and Data Dig to help brands deal with data marketing efforts in the world without cookies.

CCI will continue to work closely with Meta to be able to offer high value services, helping brands plan and execute successful marketing efforts.

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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