



## **CCI Implements Ignite, Acorn-I's Ecommerce Intelligence Platform That Enables AI-Driven Auto-Optimization**

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TOKYO, JAPAN, January 16, 2023 -- 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 it has implemented Ignite, an intelligence platform for Amazon Ad optimization (beta) and omnichannel ecommerce built by Acorn Intelligence Limited (United Kingdom, Co-founder: Ross Caveille, "Acorn-i") and provided by DMT Inc. (Shibuya-ku Tokyo, CEO: Isao Hirota, "DMT") as Acorn-i's exclusive partner in the Japanese market.

In January 2018, CCI formed a dedicated Amazon team to enhance its advertising operations and consulting services for Amazon advertisers. Commerce Container is another key product that CCI offers to help its commerce clients with a full range of sales promotion services that can be leveraged at various ecommerce platforms including Amazon.

Additionally, in 2020, Barriz was founded as a group company of Carta Holdings to help DTC businesses selling their products at Amazon, offering integrated marketing services called Zenmai to help them drive traffic to their stores and improve their sales efforts.

Ignite will enable DTC businesses leverage Amazon Vendor Central analytics in addition to automatically optimizing Amazon ads. It'll also enable integrated analysis and management as well as informed decision making, by aggregating data from social commerce platforms and other online shopping services.

Ignite offers the following three key features:



### **Visualize omnichannel shopping insights**

Ignite enables to manage sales, inventory and advertising data from multiple channels including Amazon, social commerce platforms and other online shopping services in one place, allowing for an integrated metrics analysis in real time.

### **Acorn-i's proprietary customer analytics solution and full feature dashboard**

Ignite's customizable dashboard provides marketers with the insights they need.

### **Auto-optimization for Amazon ads (beta)**

Ignite uses machine learning to automatically optimize Amazon ad campaigns based on relevant KPIs. This auto-optimization is available for Amazon Sponsored Product ads and Sponsored Brand ads.

"We are pleased to partner with CCI, as we believe the company's in-depth knowledge of not only Amazon's advertising products, but also of retail media and omnichannel ecommerce will enable their clients fully leverage Ignite's capabilities," said Isao Hirota, Chief Executive Officer, DMT. "Acorn-i's Ignite helps brands tap into retail media marketing including Amazon advertising. Additionally, it connects various shopping channels and advertising channels, allowing for all kinds of analytical efforts, operational efficiency and informed decision making. Feedback from CCI will be valuable to us moving forward, as we continue to pursue new breakthroughs in Amazon advertising and retail media technology."

CCI remains committed to helping its clients plan and execute truly successful marketing activities.

### **About Acorn Intelligence**

Founded in 2018 by Ross Caveille and Claire Leon, former Amazon UK employees, Acorn Intelligence provides its own ecommerce intelligence platform, Ignite, to customers across 84 countries as of October 2021. Ross Caveille has 20 years of experience in technology development and digital advertising in the EU market, having led supply sales for the EU team at A9, Amazon's search engine technology arm, before becoming General Manager at Amazon DSP. More information about Acorn Intelligence is available at <https://acorn-i.com/>.



### **About DMT**

Founded in 2021 by Isao Hirota who is currently the company's CEO and Kosuke Umeno now serving as a member of the board, DMT focuses on adtech, martech and retail media and brings related technology solutions from overseas to brands and agencies in Japan. DMT also helps companies abroad offering advertising and ecommerce technologies enter into the Japanese market as well as provides professional services for social and ecommerce businesses. Before founding DMT, Hirota was in charge of business development at Amazon Japan for its adtech solutions including Amazon DSP, Amazon Marketing Cloud (AMC) and Sizmek. Prior to Amazon, Hirota was responsible for programmatic and digital advertising development and sales at a major advertising company in Japan. To learn more about DMT, visit <https://dmt-global.com/>.

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