



March 9th, 2021

CCI launched “MediaDock Research Panel”, a survey membership development service to support new revenue for media publishers

JAPAN – March 9th, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. launched MediaDock’s new service, the “MediaDock Research Panel”.



With this service, media publishers can easily distribute surveys and analyze user insights by building their own survey membership. This service can also be used to create content, improve services, and develop advertising products, as well as to generate research revenue from the survey panels.

Recently, with the GDPR (General Data Protection Regulation) in the EU and the CCPA (California Consumer Privacy Act) in California, the momentum for user privacy protection has been growing worldwide. In terms of digital marketing, it will become more and more difficult to collect and analyze the actual behavioral log data of consumers, which is called passive data, and in order to understand user insights, the importance of questionnaire and interviewing data is increasing.

On the other hand, in order for media to conduct questionnaires to users, it requires specialized knowledge and systems to design the questionnaires, recruit survey targets, prepare rewards for users, aggregate the results, and link BI tools and DMPs, which poses challenges in terms of cost, speed, and linkage.

The new service to be launched this time will utilize the solution "Syno Cloud" provided by our partner, Syno Japan, to build a survey membership system for users who visit the media, allowing them to conduct surveys to their members at any time. In addition, the built survey panel can be utilized for site improvement and ad delivery by linking to DMP, and can also be easily visualized on a dashboard. The survey panels that you build can be used not only within your company, but can also be linked through the system to research companies that you have alliances with, allowing you to earn research fees as an alternative to advertising.



For this service, we have started working with Mainichi Newspapers.



The company started the "Mainichi Survey Panel" business in 2017 and has been using the solution provided by Syno Japan since 2018. They accumulate the data obtained through questionnaires as their own 1st party data, and utilize for advertising targeting and measurement.

CCI can help develop a strategy for "daily survey panel," design the survey, and build the data. Also CCI is able to help run a quality survey panel while strategizing survey and increasing engagement with the media and users.

In the future, we plan to support building a questionnaire system for the media, while developing marketing research solutions that are specific to each specialized media.

CCI will continue to contribute to the further development of corporate digital marketing activities by leveraging its high level of expertise and execution capabilities in the overall Internet advertising business.

About CCI

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market.

We work with media to provide value to users and enable communication between clients and users through cutting-edge marketing services based on our philosophy of "contributing to a more prosperous information society by providing innovative and reliable interactive communication services".

[\(https://www.cci.co.jp/en/\)](https://www.cci.co.jp/en/)

About Syno Japan Inc.

Syno Japan Inc. is a Kamakura IT start-up from Scandinavia that develops a zero-party data platform, Syno Cloud. Syno Japan builds a platform that streamlines the process of collecting zero-party data, linking it with first-party data, centralizing data management with a common ID, analyzing, visualizing, and utilizing. Under the philosophy of "rethink the existing, cross the border", Syno provides unique solutions to rethink existing systems and realize the next generation of digital marketing.

<https://www.synoint.jp>

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