



Adform Announces Partnership with Japan's CCI

The partnership is an important step for Adform's entry to the Japanese market.

Tokyo, 20 September 2018: Adform, one of the world's leading independent advertising technology platforms, today announced a strategic marketing partnership with one of Japan's largest digital marketing companies, Cyber Communications Inc (CCI), which is part of the Dentsu Group.

CCI offers a full range of advanced digital marketing solutions for media buying planning, execution, and measurement to more than 500 advertising agencies and over 1000 publishers.

Jakob Bak, CTO, Adform: "CCI is recognised as a pioneer in its field and where it leads, others follow, which is why their stamp of approval is so valuable. CCI clients will have full use of our proprietary technology as part of the full stack and our heritage as experts on Europe's complex markets including our specialization in data privacy and related considerations."

Japanese brands are an iconic part of global citizens' daily lives. From how we get to work, to how we tell time and even how we capture and communicate memories. With a long heritage of innovation and bringing Japan's most iconic brands to global markets CCI has chosen Adform as the technology partner to enable the next generation of Japanese story tellers.

These storytellers face a new set of challenges, such as data privacy and ownership protections. They also need increasingly custom-tailored messaging and automation tools that scale. Adform's heritage and technology platform deliver the perfect pairing and are built specifically to service these needs.

"As privacy needs more attention recently, it is crucial for us to have a partnership with Adform, a company that supports global data protection regulations, so we are very glad to announce our partnership today," said CCI's CEO, Akio Niizawa. "With Adform's full-stack solution, we are expecting to solve challenges advertisers and publishers are now facing."



Simultaneously, this partnership brings Adform's full stack offering to Japan's domestic market as a staple technology for digital marketers eager to push the leading edge of digital innovation.

This announcement adds to a series of impressive milestones for Adform, which has been enjoying double-digit year-over-year growth for 14 years running. To support APAC operations, Adform also recently announced its expansion into China, Australia, and Dubai, in addition to its current bases in Singapore and India.

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About Adform

Founded in Denmark in 2002, Adform is one of the world's largest private and independent advertising technology companies. With offices in 19 countries, Adform has more than 800 employees globally throughout Europe, North America, MENA and APAC. Visit <http://www.adform.com> for more information.

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