July 1st, 2020

CCI and Syno Japan collaborate to launch "Zero Party Data Creation Service," a next-generation marketing service for the post-cookie era

JAPAN – July 1st, 2020 - Cyber Communications inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc., in collaboration with Syno Japan Inc. (Headquarter: Kamakura City, Kanagawa Prefecture; President: Soji Nagano; hereinafter Syno Japan), launched a zero-party data[*1] creation and utilization support service, which is attracting attention as a new marketing method for the upcoming post-cookie era.

By building a system that can collect zero-party data, which has been attracting more and more attention in recent years, this service will make it possible to utilize it for various marketing initiatives such as customer experience (CX) and CRM.

*1: A concept defined by U.S. market research company Forrester Research, as data that customers consciously provide to a company in exchange for some kind of compensation, and because its use is based on consent, it can be said to be beneficial to both customers and companies.

In recent years, the GDPR (General Data Protection Regulation) in the EU and the California Consumer Privacy Act (CCPA) in the U.S. have been enacted, and user privacy has been gaining momentum worldwide. As the use of user data for marketing initiatives becomes more widespread in Japan, the importance of transparency in the use of data and accountability to users is being emphasized.

In this context, the concept of "zero-party data," which is data that is consciously provided by customers to companies and whose use is agreed upon, is attracting attention.

The new service to be launched utilizes "Syno Cloud", a solution provided by Syno Japan, to realize a one-stop support service from creating to utilizing zero-party data. Syno Cloud is a platform solution that utilizes Syno's proprietary SaaS system to build a system that allows advertisers and media companies to proactively and efficiently collect zero-party data with the consent of their customers. In addition, by integrating with DMP and CDP, which manage first-party data such as web access, mobile apps and CRM, all audience data can be centrally managed with a common ID. In addition, Syno's analytics and BI tools can efficiently analyze and visualize CX and marketing effectiveness by utilizing all linked audience data.

Image of Syno Cloud
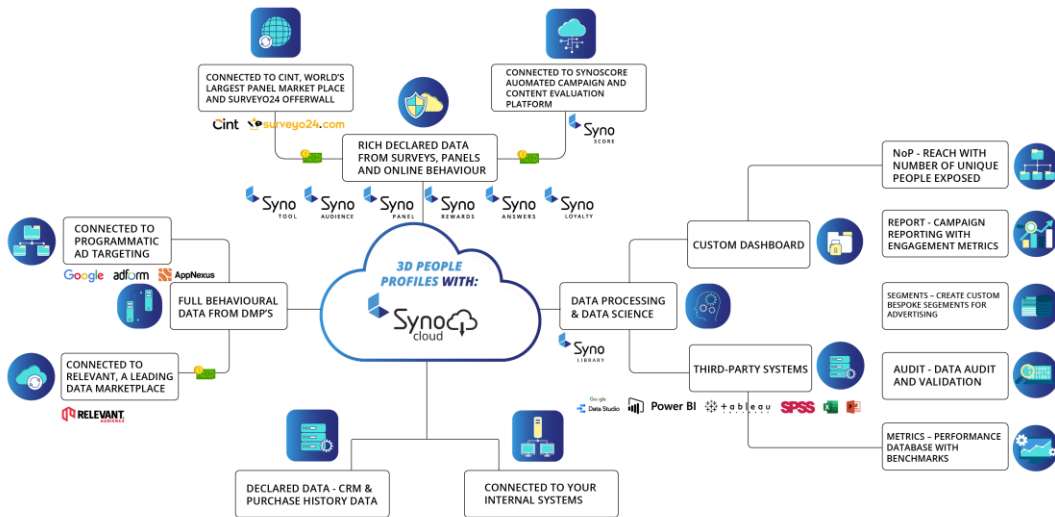
CCI utilizes the SynoCloud to combine customer awareness data from questionnaires and behavioral data such as access logs, and builds "zero party data" with the consent of the user to use the data. This enables the realization of next generation digital marketing, in which the accumulated zero-party data can be utilized in various types of marketing.

Image of Zero Party Data Creation
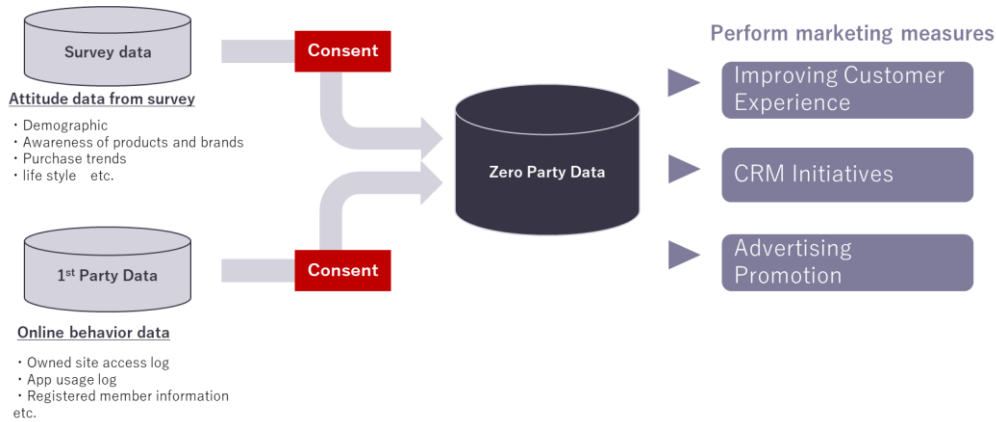
CCI will continue to leverage its expertise and execution in all aspects of the internet advertising business to help companies further develop their digital marketing activities.

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/)

About Syno Japan

Syno Japan K.K. is a North European born and a Kamakura IT start-up company that develops the zero-party data platform Syno Cloud. Syno are building a platform that collects zero party data, linking with first party data, centrally managing data with a common ID, analyzing, visualizing and utilizing the data. Based on the philosophy of "Reexamine the Existing, Cross Boundaries", Syno offers unique solutions to review the existing structure and realize the next generation of digital marketing.

(https://www.synoint.jp)

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