



CCI First to Introduce Pinterest API for Conversions in Japan as New Method of Measuring Campaign Performance in World without Cookies

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TOKYO, JAPAN, April 17, 2023 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is proud to be the first in Japan* to offer the [Pinterest API for Conversions](#) in cooperation with [Barriz Inc.](#) (Head office: Chuo-ku, Tokyo; Takuma Kawashima, Representative Director and President). The API helps advertisers track and measure their Pinterest ad performance more accurately for maximized ROI.

Third-party cookies and mobile advertising identifiers, that have been widely used in digital marketing, are disappearing due to data privacy concerns of recent years. The Pinterest API for Conversions is a privacy-preserving alternative to those cookies and mobile IDs, enabling brands and marketers continue measuring and optimizing Pinterest ad campaigns driven by data.

The Pinterest API for Conversions allows advertisers to send web, in-app, or offline conversions to Pinterest's server to server endpoint in real-time or batch, thus enabling to measure campaign KPIs without requiring third-party cookies.

CCI has tested the Pinterest API for Conversions with a language learning app to verify the effectiveness. The app ran a conversion campaign with and without the API; then measured how the campaign was converting after one month from the launch, and confirmed the positive results when using the API : 40% lower CPA.

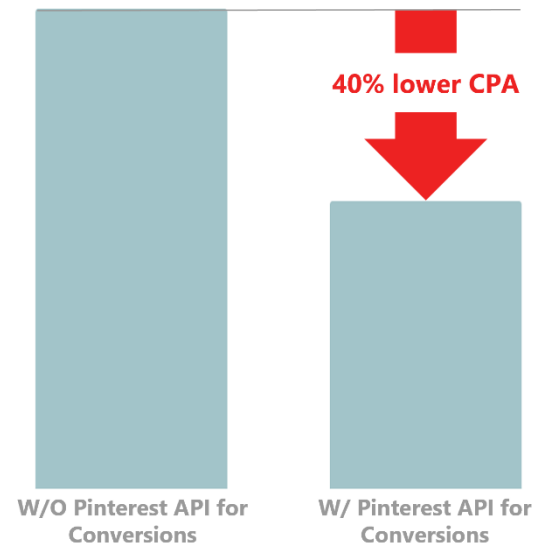


Advertiser: Language learning app

Campaign goal: Acquisition

Period of comparison: For the first month of the campaign

The language learning app achieved a 40% decrease in CPA by implementing the Pinterest API for Conversions.



For implementation, [Data Dig](#) or CCI's data consulting service for cookie-free digital marketing will provide brands with full support, especially when they're facing technical and resource challenges, ranging from data collection and measurement to API integration, and to media planning.

*CCI was the first in Japan to offer the Pinterest API for Conversions, according to our own research as of April 17, 2023.

We remain committed to providing high quality and value-added services to help our clients maximize their marketing ROI.

Contact: PR Office, CARTA HOLDINGS Inc.

Inquiry form is available at <https://cartaholdings.co.jp/en/contact-ir/>