



CCI Now Supports Conversions APIs for Seven Major Platforms to Mitigate Conversion Loss

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TOKYO, JAPAN, May 9, 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 its Data Dig post-cookie digital marketing services now support conversion APIs (CAPIs) for Google, Facebook, Instagram, Twitter, Yahoo!, Line, TikTok, and Pinterest to help mitigate future conversion loss in a looming cookieless world.



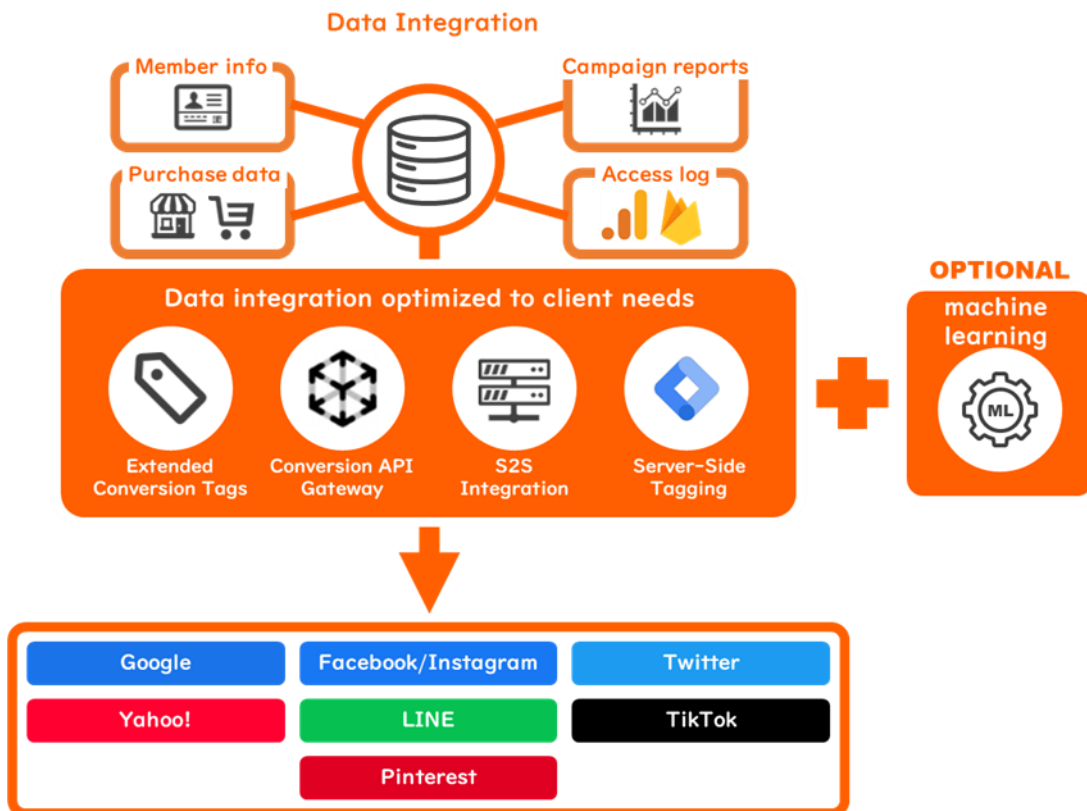
With the global rise of data privacy concerns and the tightening of regulations on third-party cookies and mobile advertising identifiers, which have long been widely used as user identifiers, various platforms are adopting CAPIs to help brands reach their targeted audiences without relying on cookies.

However, each platform has its own CAPI specification, and installing CAPI can be quite time-consuming and requires technical skills for integration and maintenance, that therefore can be a barrier for some brands.

CCI's Data Dig offers four options of cookieless measurement, allowing for flexible support tailored to a brand's digital marketing environment. In addition to mitigating conversion loss, Data Dig also caters to online and offline integrated marketing needs, enabling advertisers to visualize their campaign performance and KPIs.

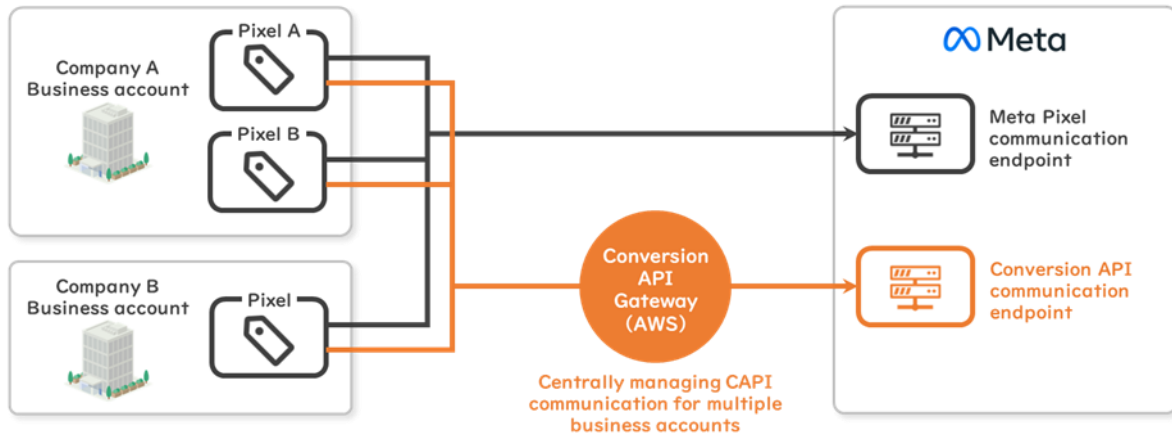


Some advertisers successfully reduced their CPA by up to 40% by implementing CAPIs.



Increase your marketing ROI through reduced conversion loss and improved targeting and bidding control

Furthermore, our clients can now take advantage of the Conversions API Gateway for multiple accounts, which is a feature of Conversions API Gateway. The Conversions API Gateway is a self-serve configuration option and can be labor-intensive for advertisers. Meanwhile, with the Conversions API Gateway for multiple accounts, CCI provides a one-stop service from building an AWS environment to its maintenance and operation, greatly reducing the workload of advertisers.



Data Dig provides comprehensive data marketing services, specialized in data infrastructure and data activation, helping advertisers solve their data marketing challenges, ranging from data specification design to API integration, and to campaign delivery planning.

About Conversions API Gateway

Launched from Meta in October 2021, the Conversions API Gateway is a self-service setup option that enables you to set up the Conversions API quickly and easily. The Conversions API can help provide immediate performance benefits such as reduced cost per action and improved measurement capabilities.

About Conversions API Gateway for multiple accounts

Launched from Meta in February 2023, the Conversions API Gateway for multiple accounts is a feature of Conversions API Gateway. It gives a way to agencies and technology partners to onboard and manage multiple businesses, while enabling brands to take advantage of conversions API without technically complex API integration.

Contact: PR Office, CARTA HOLDINGS Inc.

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