



CCI's Data Dig Launches Data Integration and Data Utilization Support Services, Helping Advertisers Go Cookieless and Better Leverage First-Party Data

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TOKYO, JAPAN, July 11, 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 the company will begin offering data integration support and data utilization services specifically for data marketing within its own digital marketing support services called Data Dig, which is designed to help companies adapt to the world without cookies.

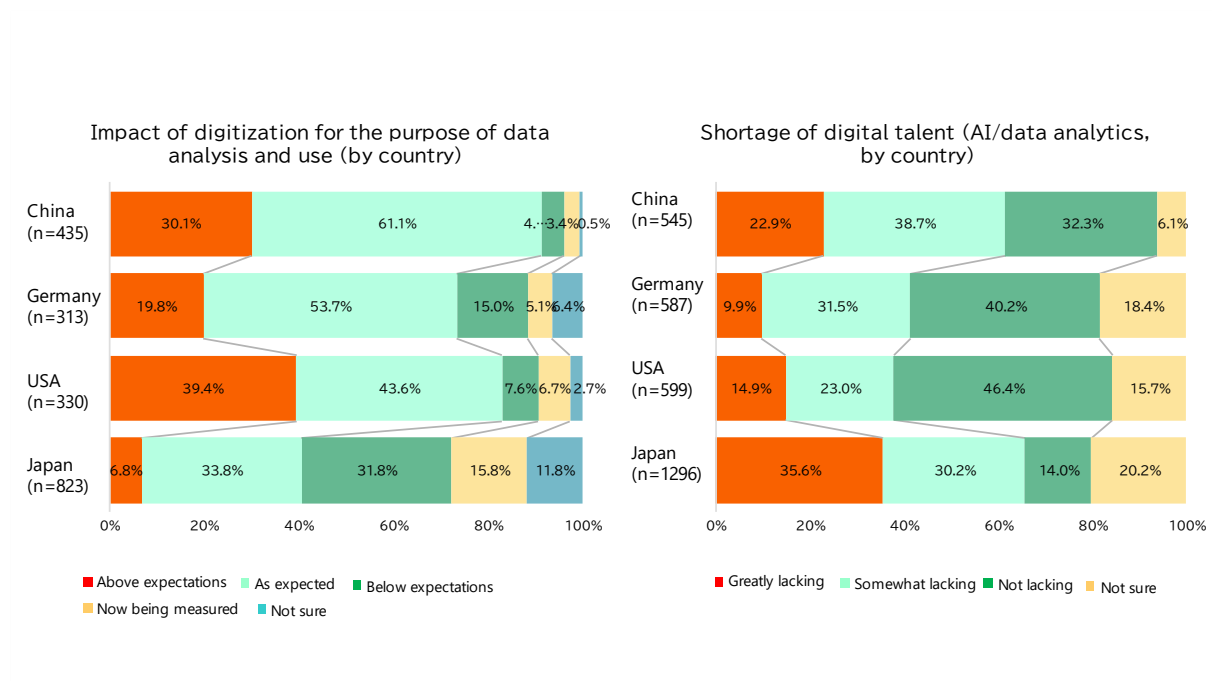


With the diversification of consumer behavior due to the advancement of digitalization and technology, the collection and use of user data is becoming increasingly important in order to understand changes in consumer behavior and to develop marketing plans and strategies that address customer needs.

However, according to a survey* by the Ministry of Internal Affairs and Communications (MIC), only a handful of companies are achieving the desired results largely due to a significant shortage of skilled human resources in data capabilities compared other countries, although both the government and businesses realize the importance of such capabilities.



In digital marketing, there has also been a noticeable delay in addressing the termination of third-party cookies due to a lack of human resources and knowledge in cookie-alternative technology.



***Source:** "2022 Study on the Research and Development of the Latest Information and Telecommunications Technologies at Home and Abroad and the Latest Trends on the Use of Digital Technology" published by the Ministry of Internal Affairs and Communications (MIC)

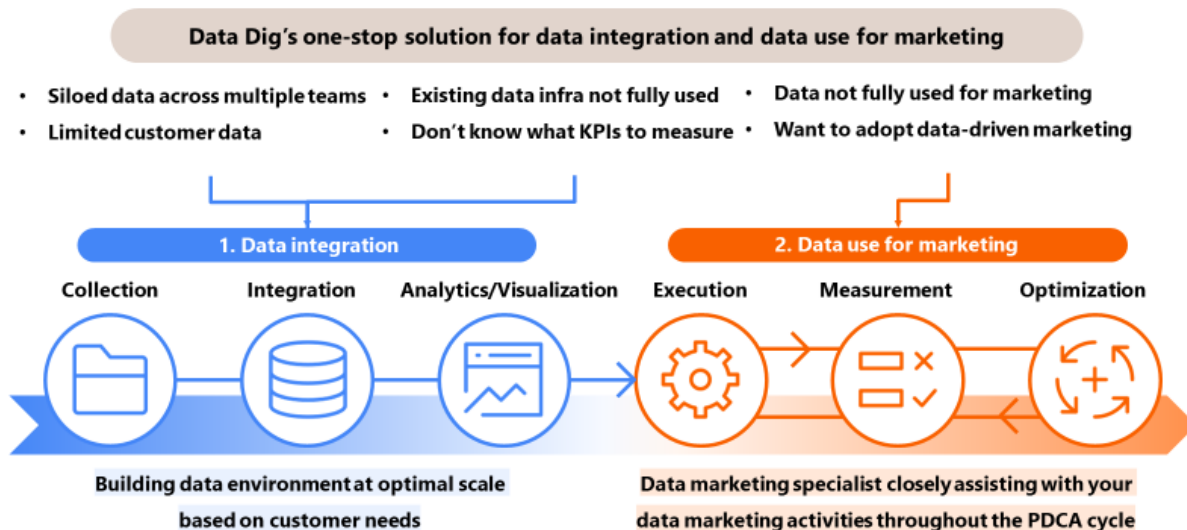
To address these issues, our Data Dig team has decided to help advertisers struggling with data marketing better leverage their customer data (first-party data), by offering a one-stop shop data marketing services ranging from data collection to integration, to campaign planning and to execution.

Data Dig's data integration and utilization offerings:

- Develop data utilization strategies based on a client's existing first-party data environment
- Help to collect and integrate siloed data within an organization as well as to implement different data APIs for each platform, which represent major challenges when building a data infrastructure.



- Help to plan and execute digital advertising campaigns and optimize results against campaign goals.
- Target analytics and performance measurement to increase customer visibility.
- Closely assist advertisers with the above items to help improve their business results.



The Data Dig team is a group of experts specializing in data integration and use, and consists of Google Marketing Platform Partner, Google Analytics and/or Google Cloud certificate holders. A dedicated team member will be assigned to each advertising client, providing comprehensive support services ranging from identifying problems to developing action plans, to designing campaigns, and to optimizing results against predetermined KPIs.

CCI remains committed to providing high quality and value added services to help our clients maximize their marketing ROI.



About Data Dig

Data Dig is a range of digital marketing services designed to help companies develop digital communications strategies that adapt to the world without third-party cookies. The team offers a full spectrum of data marketing services, ranging from data analytics to deployment of measurement tools, to data management, and to marketing strategy building.

Contact: PR Office, CARTA HOLDINGS Inc.

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