



CCI Launches CCI Agency Concierge in Collaboration with Meta

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TOKYO, JAPAN, September 20, 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 it has launched CCI Agency Concierge in collaboration with Meta. This agency support service enables advertising agencies to better help their clients maximize their marketing ROI by making the most of Meta's social media solutions.



CCI's dedicated team of experts in Meta platforms will use their experience in and knowledge of ad operations as well as their relationships with Meta to act as a hub for agency marketers to stay up-to-date on Facebook and Instagram to better leverage new tools and features from the social platforms as well as to handle inquiries when problems occur.

In addition to the existing full-stack plan where CCI's dedicated team of social media professionals provides comprehensive end-to-end services ranging from planning to optimization, Agency Concierge is also available to individual campaigns operated by advertising agencies or social media management companies.

While CCI Agency Concierge focuses on sharing Meta product updates using cloud storage and troubleshooting via chat, additional customized services can be made available to agencies on an as-needed basis and depending on budgets.



Case studies

CCI co-hosted a webinar with Meta on July 20, 2023. Barriz Inc. who was then using (and still does use) full-stack plan for ALC Press Inc. was invited to the webinar with the client to jointly present how they used and benefited from the service for their campaigns delivered on Facebook and Instagram.

For example, the original square ad creative was resized and optimized for a vertical view on Meta platforms by CCI, enabling ALC and Barriz to successfully improve their campaign performance.



CCI will continue to improve its Agency Concierge services so that its agency partners can harness the full potential of Facebook's and Instagram's capabilities for their clients.

Contact: PR Office, CARTA COMMUNICATIONS Inc.

Inquiry form is available at <https://www.cci.co.jp/en/contact/>