



## **CCI Launches New Website to Help Marketing Professionals Stay Updated and Informed about Digital Marketing**

PUBLISHED

October 23, 2023

---

TOKYO, JAPAN, October 23, 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 a new website, KnowHowNow, that serves as a knowledge center for marketing professionals at businesses and agencies to stay updated and informed about industry trends and updates in digital marketing. The website is available at <https://know-how-now.cci.co.jp> starting today.



As video advertising, ecommerce, and social media platforms are constantly evolving while more ways of adapting to cookie-less marketing become available, it's crucially important for marketing professionals both at businesses and agencies to have or have access to a broad and extensive range of digital marketing knowledge. They must always be able to identify and optimize to high-performing ways/channels of promoting their brands and products.

Founded in 1996, CCI has been leading the digital advertising market essentially as a media rep, focusing on selling impressions on behalf of publishers. However, in response to these changes in digital marketing landscape, CCI has decided to expand its business to include more integrated digital marketing products and services, helping businesses better leverage a full range of opportunities that digital marketing has to offer.



At KnowHowNow, CCI's specialists in each area are ready to help marketers and agencies to learn the basics and more advanced knowhow on digital marketing based on the company's longstanding relationships with media owners in an easy-to-understand manner. Topics of content include social media, ecommerce, data analytics, advertising, research and survey and more.



Visit KnowHowNow at <https://know-how-now.cci.co.jp>

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

**Contact:** PR Office, CARTA COMMUNICATIONS Inc.

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