



## **CCI Unveils New Ways of Measuring YouTube Ad Performance That Use Google's Ads Data Hub**

PUBLISHED

November 15, 2023

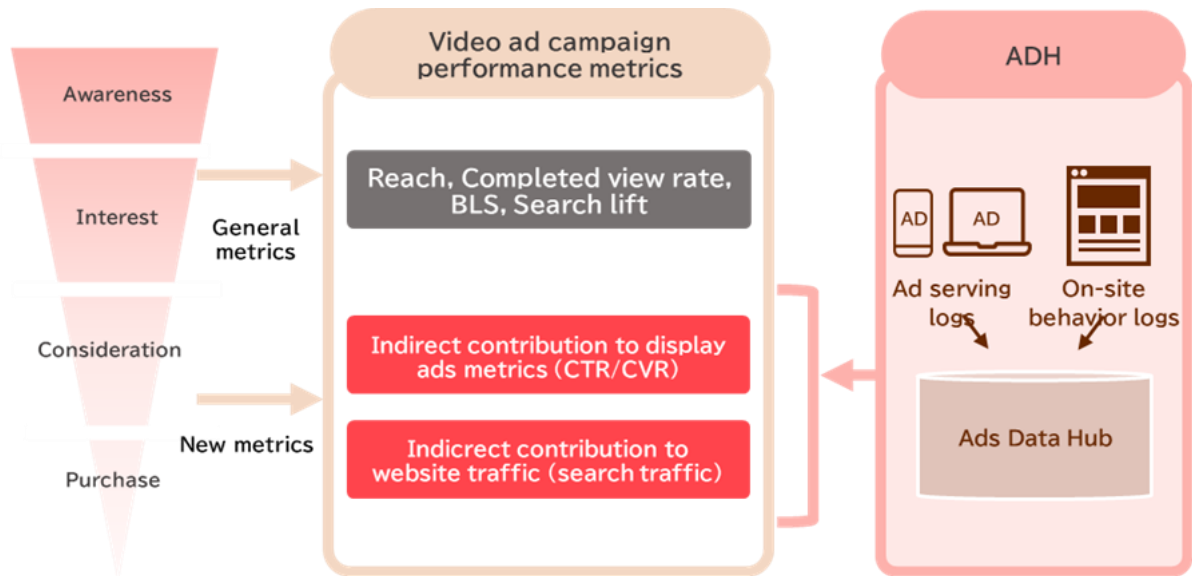
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TOKYO, JAPAN, November 15, 2023 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is pleased to announce that the company has added new YouTube campaign measurement to its Data Dig solutions for cookieless marketing, using new metrics and Google's Ads Data Hub (ADH) clean room.



Typically, reach, completed views and brand lift metrics are used as key indicators for measuring digital video ad performance. By adding new metrics, this new way of campaign measurement enables brands and marketers to understand subsequent user actions after exposed to YouTube video ads.

More specifically, it compares the impact of YouTube campaigns on CTR/CVR for Google display ads between those who were exposed to the YouTube campaigns and those who weren't, as well as measures an indirect contribution to website traffic (search traffic) among those who were exposed to the YouTube campaigns.



Using Google’s ADH allows brands and agencies to understand aggregate user behavior that starts from the exposure to YouTube ads, enabling performance analysis and optimization of ongoing video ad campaigns by target audience and/or creative.

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

### **About Data Dig**

CCI’s Data Dig is a range of data integration and utilization services, designed to help brands and marketers address data marketing challenges in the world without third-party cookies, by providing data analytics, deployment support of measurement tools, data management and marketing strategies building. For more information, please visit: <https://www.data-dig.cci.co.jp/ja-jp/>.

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