



CCI's KNOTBOX Now Offers Coupon Capabilities, Allowing Brands to Better Engage with LINE Users

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TOKYO, JAPAN, December 21, 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 a new coupon feature has been added to its KNOTBOX marketing tools, allowing brands to create and offer coupons on their official LINE accounts.



KNOTBOX coupon capabilities include:

- Single-use and Unlimited (where a coupon code can be redeemed any number of times until the coupon expires) options are available.
- Track redemptions by linking coupon codes to specific LINE users and use the data for personalized communication or future offers.
- Once a coupon code is used, it is flagged as redeemed or used. This means that the feature can be used not only for coupon offers, but also for campaign giveaways, product sampling and/or visitor management with admission restrictions.
- From the user perspective, users do not need to download any new applications or register as a user when using the coupons, which can increase redemption rates and improve the user experience.



NEWS RELEASE
CARTA COMMUNICATIONS INC

To learn more about our KNOTBOX platform, read the [related press release](#) in our news archive.

Contact: PR Office, CARTA COMMUNICATIONS Inc.

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