



NEWS RELEASE  
CARTA COMMUNICATIONS INC

## **CCI Recognized as Diamond Partner, Jointly with Dentsu Digital, for SmartNews Ads Partner Program**

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TOKYO, JAPAN, May 22, 2024 -- CARTA COMMUNICATIONS Inc. (Head office: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), which is a group company of CARTA HOLDINGS, Inc., is thrilled to announce that it has achieved Diamond Partner status for the SmartNews Ads Partner Program, jointly with Dentsu Digital Inc. (Head office: Minato-ku, Tokyo; Koh Takimoto, Representative Director, President and CEO; "Dentsu Digital").



The accreditation was announced on May 21 at the SmartNews Ads Agency Summit 2024 held by SmartNews Inc. (Head office: Shibuya-ku, Tokyo; Kaisei Hamamoto, Representative Director,



President and CEO). The event was intended to enable certified partners and advertising agencies to help their advertising clients take advantage of SmartNews Ads by sharing updates on SmartNews Ads, recent efforts with partners, success stories and more.

The SmartNews Partner Program selects and recognizes advertising agencies using SmartNews Ads for their clients. CCI has achieved Diamond Partner, jointly with Dentsu Digital, which is the highest tier of the program, as the company has been using SmartNews Ads for marketing campaigns to achieve brand lift and sales growth on behalf of its clients.

Moving forward, CCI remains committed to providing high quality and value added services to help its clients maximize their marketing ROI.

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

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