



CCI Named 2024 Agency of the Year at Meta Agency First Awards with Dentsu Digital and iProspect Japan

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TOKYO, JAPAN, November 20, 2024 -- CARTA COMMUNICATIONS Inc. (Headquarters: Minato-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is excited to announce that the company was named the Agency of the Year at the Meta Agency First Awards 2024 hosted by Facebook Japan or Meta's Japanese branch along with Dentsu Digital, Inc. (Headquarters: Minato-ku, Tokyo; Koh Takimoto, Representative Director, President and CEO; "Dentsu Digital") and iProspect Japan (Headquarters: Minato-ku, Tokyo; Takahiro Horio, CEO). In addition to the Awards' highest honor, CCI separately won the Best Solution award in the Conversions API category on its own.





The Meta Agency First Awards were created to recognize its partner companies that have provided significant support and achieved outstanding performance in the key focus areas promoted by the platform. Originally launched in 2022, this is the third year these awards have been presented. CCI and Dentsu Digital jointly received the Best Brand Partner award in 2022, and were joined by iProspect Japan to earn the recognition in 2023.

The Agency of the Year award is given to recognize the agency or agencies that demonstrated exceptional performance and results in driving Meta' solutions adoption and its business itself through the year.

Meanwhile, the Best Solution award in the Conversions API category is presented to the agency or agencies that excelled in driving campaign optimization by introducing Meta's Conversions API (CAPI) as a countermeasure against the loss of conversions due to increasingly stringent privacy standards and restrictions on the use of cookies.

CCI provides comprehensive agency support services called CCI Agency Concierge and social media consulting services called CCI Social AdTrim to help agencies and marketers best



leverage Meta's platforms for their marketing activities. Additionally CCI's unique Data Dig services, which offer cookie-less ways of capturing and using data, also provide various solutions for deploying and using Meta's CAPI to support its clients for increased value and business growth on an ongoing basis.

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

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