



CCI Implements Must-Buy Campaign on LINE for Chubushiryo With KNOTBOX Marketing Platform and Digico Digital Gifting Service

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TOKYO, JAPAN, December 9, 2024 -- CARTA COMMUNICATIONS Inc. (Headquarters: Minato-ku, Tokyo; Taku Meguro, Representative Director and President; "CCI"), a group company of CARTA HOLDINGS, Inc., implemented a Must-Buy campaign on LINE for Chubushiryo Co., LTD. (Nagoya-shi, Aichi; Harunobu Hirano, Representative Director and President; "Chubushiryo") in collaboration with its [KNOTBOX](#) marketing platform and a digital gifting service [Digico](#) operated by its group company DIGITALIO Inc. (Head office: Minato-ku, Tokyo; Kazuyuki Furuya, Representative Director and CEO, Atsushi Ando, Representative Director and COO; "DIGITALIO").



KNOTBOX is a set of LINE API tools developed by CCI that collect, analyze and visualize user information related to LINE official accounts.

Digico is a digital gifting service that allows businesses to send its namesake digital gift, or "Digico", that a recipient can convert to gift cards and mobile payment apps of their choice, including PayPay, Amazon Gift Cards, QUO card Pay, nanaco gifts, WAON point ID, Apple Gift Cards, Google Play gift codes, PeX point gifts, and more, at no initial or monthly cost.



For Chubushiryo, the goal was to increase awareness and promote sales of its flagship product Goma Tamago after its relaunch. To help achieve this goal, CCI decided to run a Must-Buy campaign in which users could participate by adding their LINE official account as a friend then scanning a physical receipt from a store purchase.

By linking KNOTBOX and Digico, everything from a campaign entry to the lottery and to awarding points was completed on the LINE platform. The campaign successfully helped the company increase product awareness and sales.

About KNOTBOX

[KNOTBOX](#) is a set of LINE API tools developed by CCI that collect, analyze and visualize user information related to LINE official accounts. It enables one-to-one communication, which is the true strength of the platform, to create a deep bond between brands and customers.

Collection and connection*

KNOTBOX collects and connects not only data within LINE, but also all kinds of data, including survey results, web behavior, and first-party data.

Analytics and Visualization

In addition to such key metrics as open rate and clicks, various other data including user demographics, survey results and behavioral data will also be analyzed and visualized to inform future campaigns.

Communication tools

KNOTBOX offers a broad range of communication tools including tab-style rich menus, rich messaging and automated response, that are only possible with API integration.

*KNOTBOX will only collect and use personal data with the explicit consent of the owner thereof. The processing and handling of the collected data will be in accordance with the KNOTBOX data policy.



About Digico

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- There may be a fee for converting PeX points to points or gifts awarded by other services.

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/>