



NEWS RELEASE  
CARTA COMMUNICATIONS INC

## **CCI Named Platinum Winner in Agency Top Sales Category at Pinterest's PinPro Awards 2024**

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TOKYO, JAPAN, February 13, 2025 -- CARTA COMMUNICATIONS Inc. (Headquarters: Minato-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is thrilled to announce that CCI was awarded the highest honor, Platinum, in the Agency Top Sales category at the inaugural PinPro Awards 2024 hosted by Pinterest Japan on February 12, 2025.



The recognition was earned jointly with Dentsu Digital, Inc. (Head office: Minato-ku, Tokyo; Koh Takimoto, Representative Director, President and CEO; "Dentsu Digital"), Dentsu Japan International Brands Inc. (Head office: Minato-ku, Tokyo: Takahiro Horio, Representative



Director and President; “Dentsu Japan International Brands”), and Septeni Co., Ltd. (Head office: Shinjuku-ku, Tokyo; Yusuke Shimizu, President; “Septeni”). The four companies also secured victory in the Spotlight Sales category.

### **About PinPro Awards 2024**

The PinPro Awards were created to recognize agencies for their ability to deliver excellent campaign performance as well as to implement truly effective marketing strategies for their clients by using Pinterest Ads consistently and successfully.

The Agency Top Sales awards honor advertising agencies for having a deep understanding of the value of Pinterest Ads, and thereby delivering outstanding campaign and sales results throughout the year, and driving significant business impact for their clients.

Similarly, the Spotlight Sales awards acknowledge and celebrate agencies demonstrating remarkable ad and sales performance in Premiere Spotlight, Pinterest’s branded video ad solution launched in the second half of 2023.

CCI has been making active use of Pinterest Ads to help its clients achieve their marketing goals and drive their growth and value. Now that our past efforts have been recognized through these awards, we’ve renewed our commitment to providing high quality and value added services to continue to help our clients maximize their marketing ROI.

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