



NEWS RELEASE
CARTA COMMUNICATIONS INC

CCI Named Diamond Partner for SmartNews Ads in Two Consecutive Years Together with Dentsu Digital

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TOKYO, JAPAN, May 15, 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 it has achieved Diamond Partner status for the SmartNews Ads Partner Program in two consecutive years, 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 14 at the SmartNews Ads Agency Summit 2025 held by SmartNews Inc. (Head office: Shibuya-ku, Tokyo; Kaisei Hamamoto, Representative Director, President and CEO; "SmartNews").



At this event, certified partners and advertising agencies that consistently utilize SmartNews Ads to support advertisers' marketing activities were introduced to or updated on the value of SmartNews as an advertising platform, its growth strategy, and the latest SmartNews Ads products. Additionally, there was an announcement regarding the future outlook of the partner program, along with an awards ceremony recognizing partners who achieved outstanding results in 2024.

The SmartNews Partner Program selects and recognizes advertising agencies best using SmartNews Ads for their clients. CCI, jointly with Dentsu Digital, has been awarded the Diamond Partner status, which is the highest tier of the program, for the second consecutive year since the program's inception, 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 will continue to deliver high quality and value added services to help its clients maximize their marketing ROI.

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