

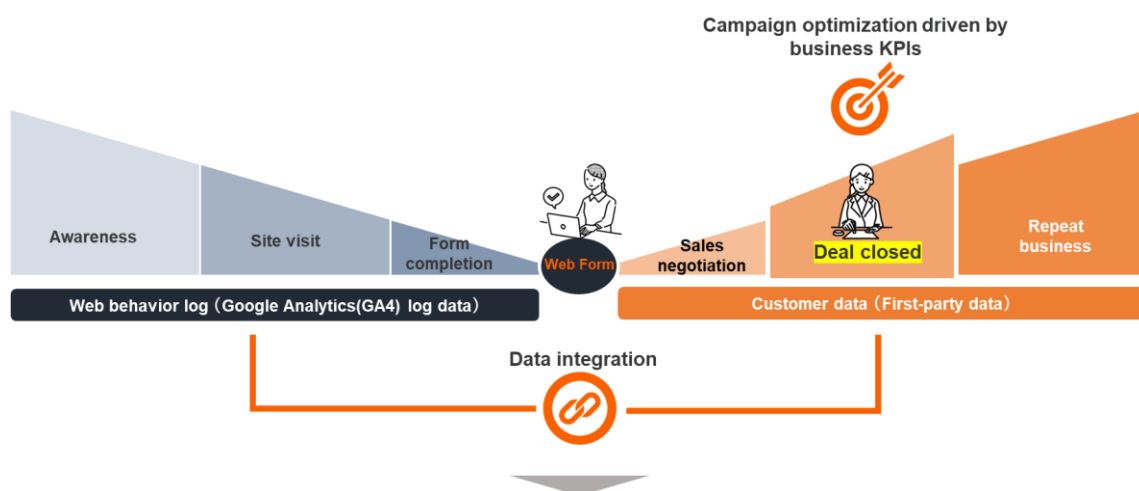


CCI Launches New Google Ads Measurement and Optimization Service, Acutely Focusing on Business Outcomes

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TOKYO, JAPAN, July 2, 2024 -- CARTA COMMUNICATIONS Inc. (Headquarters: Minato-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., announced today that it has begun offering a new measurement and optimization solution as part of Data Dig's data integration and utilization offerings to help advertisers maximize business KPIs for their Google Ads campaigns.

The new service connects web conversion data resulting from digital ad campaigns with offline customer data (first-party data) to inform targeting, measurement, and a campaign dashboard, while acutely focusing on business outcomes.



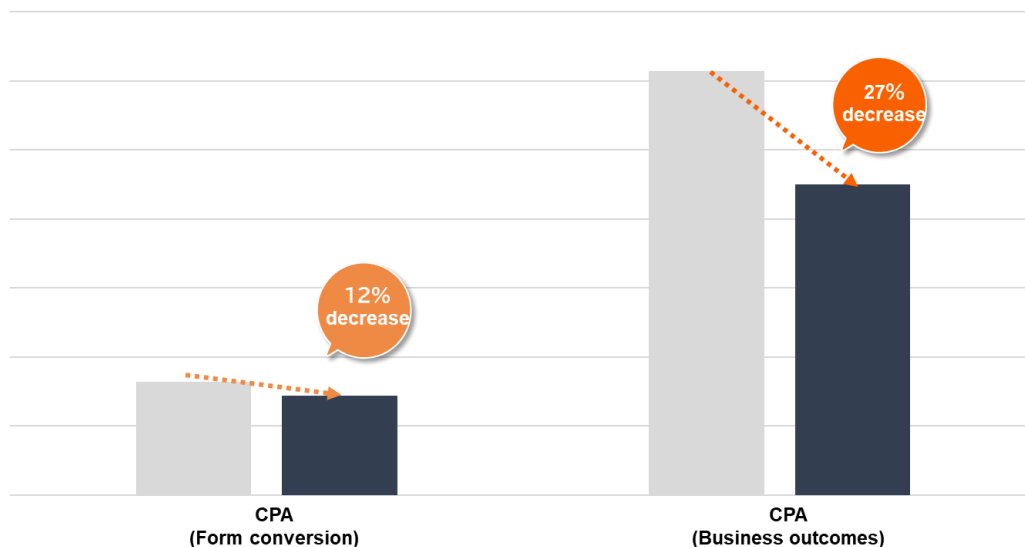
Using first-party data to inform campaign optimization for maximized business outcomes



Today, advertising platforms are constantly adding new features ranging from automated bidding to targeting, and to creative optimization. But accurate and granular data is the key to truly unlocking the value of these new features. Especially when advertisers are seeking ways to maximize their business outcomes, incorporating their customer data into their marketing campaigns is becoming more critical than ever.

That is why we focus on campaign optimization driven by business outcomes, managing and integrating business KPIs as conversion data beyond web conversion. In fact, our case study shows that customer acquisition cost was reduced by as much as 27% by incorporating business KPIs into the Google Ads platform.

**By optimizing Google Ads campaigns (general keywords) based on form conversion and business outcomes
Business KPIs (CPA) improved by 27%**



The new service is twofold: Firstly, Google Ads campaign optimization based on business outcomes. Secondly, a dashboard to provide business KPIs by channel that allows marketers to measure digital advertising campaigns based on business outcomes. For more information, please visit: <http://www.data-dig.cci.co.jp/cv-booster>.



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

About Data Dig

Data Dig is a range of digital marketing services designed to help brands and businesses develop digital communications strategies that adapt to the world without third-party cookies. The team offers a full spectrum of data marketing services, ranging from data analytics to deployment of measurement tools, to data management, and to marketing strategy building.

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