

Press Release



December 20, 2016
transcosmos inc.

transcosmos acquires Digital Operative, a Digital Agency in the U.S.

Aim to enhance the digital marketing and e-commerce services to support client companies' foray into U.S. market.

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) made Digital Operative Inc. (Headquarters: San Diego, California, United States; CEO & Co-Founder BJ Cook, CTO & Co-Founder Adam Levenson; hereafter, Digital Operative), a digital agency in the U.S., its subsidiary through its existing subsidiary, transcosmos America Inc.

Digital Operative, a digital agency founded in 2008 in San Diego, California, U.S., specializes in working with direct-to-consumer brands who have an e-commerce channel. Digital Operative excels in helping its customers identify its customer profiles and market size, while providing them a full-service offering featuring digital strategy & planning, UX & visual design, digital marketing (paid media, social media, SEO, e-mail marketing, content marketing, campaign development, analytics), web development and more. In addition to its offerings, Digital Operative is a certified solutions partner with Magento, an e-commerce platform which boasts the largest implementation records around the globe, as well as certified partners with Shopify Plus, Optimizely and Google. In addition to its headquarters in San Diego, California, Digital Operative also owns an office in Denver, Colorado.

■ Digital Operative Overview

Company Name: Digital Operative Inc.

Representative: CEO & Co-Founder BJ Cook

CTO & Co-Founder Adam Levenson

Headquartered: San Diego, California, United States

Year of Foundation: 2008

URL: <http://www.digitaloperative.com/>



"We are very excited to join the transcosmos global family." said BJ Cook, CEO & Co-Founder at Digital Operative. "With our vision to continue to help companies build successful digital strategies and e-commerce roadmaps, this new partnership will provide a true one-stop solution for companies wanting to enter into the US market and vice versa. It's a true win-win for both teams."

By making Digital Operative its subsidiary, transcosmos aims to support client companies making inroads into e-commerce business in the U.S. by strengthening its digital marketing services through integrating transcosmos' operational know-how on "Global E-Commerce One-Stop Services" with Digital Operative's service features.

- * transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.
- * Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our client companies by providing them with superior and valuable services. transcosmos currently offers Cost Reduction Services (contact center, back-office service for HR/Financial/Sales depts., order management and SCM, system development & operation etc.) and Sales Expansion Services (big data analysis, internet advertising, developing & operating website, smartphone/SNS utilization, telemarketing etc.). transcosmos continues to pursue Operational Excellence by providing these services through our 169 locations in 31 countries with a focus in Asia. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients companies' excellent products and services to consumers in 48 countries around the globe. transcosmos aims to be the “Global BPO Partner” of our client companies, providing them with high quality BPO services on a global scale.

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising
Department
Email: pressroom@trans-cosmos.co.jp