

# Press Release



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transcosmos.inc

## transcosmos now delivers ads using conversation logs accumulated in its call centers

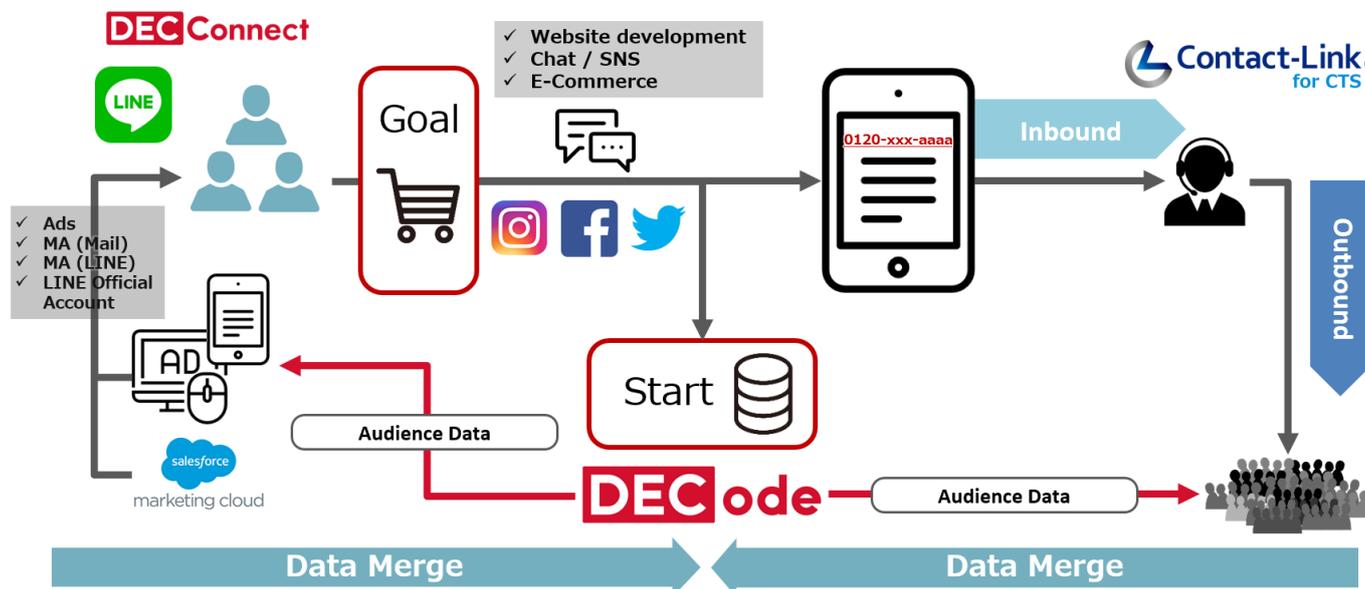
### Delivers ads on various ad platforms via DMP by centrally managing conversation logs and marketing data

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) linked “Contact-Link”, its cloud-based contact center platform to “DECode,” its unique DMP services in order to centrally manage customer conversation logs and marketing data. Using marketing data that includes accumulated conversation logs, Contact-Link delivers ads on various ad networks via DECode.



As it is so hard to integrate multiple databases that scatter across a company and to link systems, it requires enormous time and effort to build a scheme which “autonomates” marketing activities. By connecting Contact-Link and DECode, transcosmos merges customer conversation logs collected and stored in Contact-Link from sources including calls, websites and SNS with audience data that are collected via diverse channels including LINE, Facebook and Twitter into one set of marketing data. Now, transcosmos delivers ads on a variety of ad platforms via DECode by utilizing its conversation logs that are accumulated in its call centers instead of using behavioral data collected from websites and other channels that used to be mainstream data sources for ad delivery.

Going forward, transcosmos will further personalize data for ad delivery by assigning a unique phone number to each customer who has accessed clients via various channels, and will subsequently merge their Cookie and call data. As a strategic partner, transcosmos continues to deliver services that help clients improve their brand value and profit whilst contributing in boosting consumer satisfaction and creating a WOW experience.



## ■ About Contact-Link

Released in July 2014, “Contact-Link” is a unique transcocosmos cloud-based contact center platform which helps clients communicate with their customers. Its key features include the ability to enable clients to have two-way communication with customers via call, websites, SNS and more whilst centrally managing all customer support records offered via multiple channels. With abundant operations templates that are created based on transcocosmos’s Operational Excellence, the platform also helps clients quickly launch operations that meet their requirements.

## ■ About DECode

DECode is a unique transcocosmos cloud-based DMP (Data management Platform) service which merges communication data gathered via various channels including websites, e-commerce, call centers, SNS and chat and subsequently analyzes/utilizes merged data with the power of cutting-edge AI and machine learning technologies.

## ■ transcocosmos “DEC” Services

transcocosmos has integrated Digital Marketing, E-Commerce and Contact Center functions into “DEC,” taking the initial letter of each, and providing DEC services to clients. In order to accommodate changes in consumer behavior in the digital world, transcocosmos believes it essential for businesses to provide digital-driven one-stop services for their customers from ads, to purchase, to customer care. transcocosmos develops and provides an integrated platform “DECAds” which delivers its unique “DEC” services.

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\*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

## About transcocosmos inc.

transcocosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 170 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 49 countries around the globe. transcocosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment.

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