

# Press Release



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transcosmos inc.

## transcosmos forms a dedicated ad planning team for Amazon in Sendai

### Experienced members with extensive records in online ad operations help service implementation and operations

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has formed an ad management team for Amazon, a new organization which consists of ad operations experts, in its Sendai Planning Center. As an advertising agency handling “Amazon Marketing Services (AMS)” and “Amazon Advertising Platform (AAP)”, advertising offerings by Amazon Japan G.K. (Headquarters: Tokyo, Japan; President: Jasper Cheung) and its affiliates, transcosmos aims to beef up its service delivery framework for these services with the new team.



As Amazon grows in the e-commerce market, consumers continue to turn to Amazon first to compare products before making purchases and search product details without using traditional search engines. At the same time, it is becoming obvious that products that are ranked lower in the search results will see a drop in conversion rate due to the increase in number of products sold on Amazon. As a result, ads that appear on Amazon are becoming ever more crucial for brands and it is highly likely that there will be a growing trend towards using “Amazon Marketing Services (AMS)” and “Amazon Advertising Platform (AAP)”.

Recognizing this move, transcosmos acted quickly and formed the ad management team for Amazon which consists of experts with operations knowledge in search ads and display ads. Located in the Sendai Planning Center, which was built in September 2017 to accommodate growing business needs, the ad management team for Amazon supports clients to implement and operate AMS and AAP to help clients improve and succeed in their marketing activities.

#### ■ About “Amazon Marketing Services (AMS)”

Amazon Marketing Services is an auction-based pay-per-click advertising services offered by Amazon. AMS allows brands to place their ads on Amazon based on Amazon users’ search keywords.

AMS is an advertising solution through which brands can show their product information in places where users are most likely to see, including the “top of the search result page”, based on the users’ search keywords. AMS raises discoverability and increases potential for clicks and purchases, and ultimately helps brands expand their sales on Amazon.

### ■ About “Amazon Advertising Platform (AAP)”

Amazon Advertising Platform is Amazon’s own demand-side platform (DSP).

With AAP, brands can place their ads on Amazon that are segmented based on users’ search and shopping history on Amazon.

AAP delivers ads based on Amazon users’ product search and purchase data. Unlike traditional targeting ads that use search and browsing histories, AAP uses highly fresh user behavioral data and helps brands efficiently reach and provide adequate information to their target users both on and off Amazon website. Among numerous DSPs, AAP is the one and only DSP that has an advertising slot on Amazon.

transcosmos continues to help clients across a broad range of industries maximize their overall online ad performance including AMS and AAP, building on its proven service implementation record and support experience in the e-commerce related industries.

### ■ transcosmos’s extensive operations record

Recognized for its reliable knowledge and stable operations framework for digital advertising, transcosmos is a certified Google Partner and a certified Yahoo! Marketing Solutions agent. transcosmos offers a wide range of search services including listing ads such as Yahoo! JAPAN Promotional ads and Google AdWords as well as search engine optimization services at one-stop.

### ■ About Sendai Planning Center (<https://www.trans-cosmos.co.jp/sendai-ad/>)

Opened inside “MCM Center Sendai Aoba” in September, 2017, to accommodate expanding business, Sendai Planning Center is transcosmos’s first center that delivers online ad planning services from the Tohoku region. Designed with the concept of “location-free”, the center offers flexible work options and embraces diverse workstyles through creating career paths and encouraging people to make so-called I-turn (move out from urban areas to rural areas) or U-turn (return from urban areas to hometowns).

Together with Sendai Planning Center, “MCM Center Sendai Aoba” now acts as a “full-funnel communications center”, delivering comprehensive services that include online ad planning services, call support and digital communications services such as chat.

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### 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 clients by providing them with superior and valuable services. transcosmos 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, transcosmos 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. transcosmos 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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