

Press Release



April 20, 2018
transcosmos inc.

transcosmos authorized as a social advertising agency of “Tencent”, a giant internet corporation in China

Offers clients ad delivery services on Tencent platforms such as “WeChat” and “QQ”

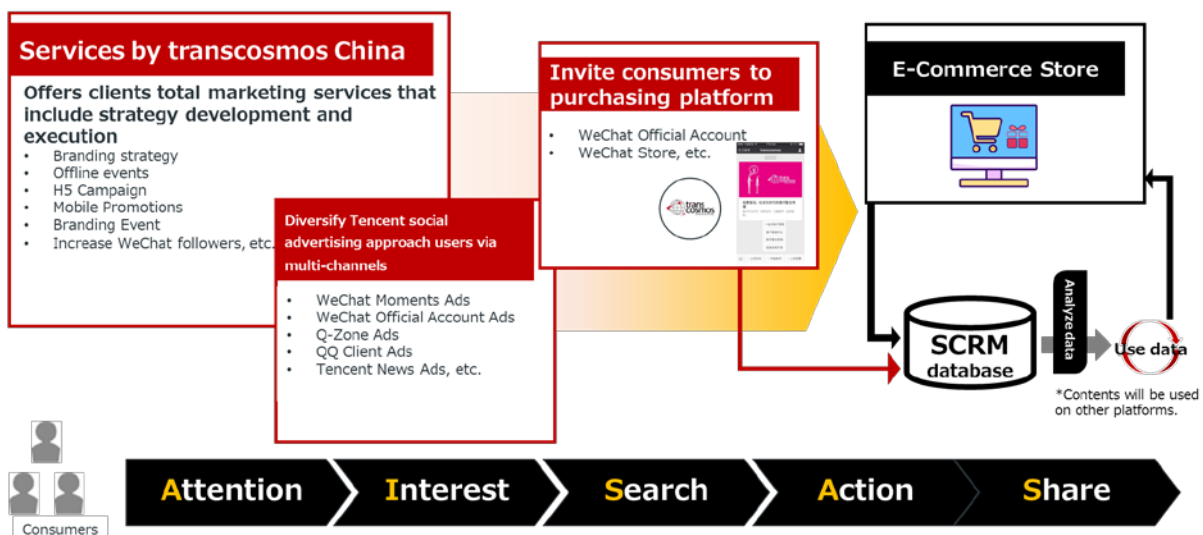
Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), a wholly-owned subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) became an authorized social advertising agency of Tencent Holdings Ltd. (Tencent), a giant internet corporation in China in September, 2017. As an authorized Tencent advertising agency, transcosmos can offer ad delivery services to Chinese clients on all Tencent platforms, such as the instant messenger “QQ”, the mobile messaging app “WeChat”, Tencent portal website “QQ.com”, “Tencent Game”, and “Tencent Video”.



The Chinese Internet business market is almost dominated by 3 companies, namely, Baidu, Alibaba, and Tencent, which are collectively known as “BAT”. According to Tencent’s financial reports, the number of active users of “WeChat” and “QQ” has reached 1 billion and 783 million respectively, at the end of December, 2017. “Tencent Game” is also attracting numerous fans in China.

In addition to offering speedy and low-cost Tencent ad delivery services, transcosmos will provide highly effective marketing services via Tencent tools based on the latest information on Tencent’s services and their ad strategy as an authorized Tencent agency. What’s more, transcosmos will offer sophisticated services to clients in order to help them boost sales and their brand value by strengthening the link with services that are offered in the Tencent ecosystem, whilst offering transcosmos’s existing services such as e-commerce support, digital marketing, real time sales promotion, customer services, and analytics services.

transcosmos China – Authorized Tencent social advertising agency
Delivers clients marketing solutions that combine branding and sales promotions services in order to make them approach numerous consumers on Tencent Social Platforms.



*SCRM stands for social customer relationship management. In a narrow sense, it means adding social media to communication channels (phone call, e-mail, live chat, etc.) that have been used for traditional customer relationship management (CRM). In a broader sense, it indicates optimizing the relationship with customers by capturing and storing their social activity data in their company's own customer database and providing personalized information based on the data.

■ **transcosmos's Tencent social platform advertising services menu**

WeChat Moments Ads	A native ad which appears on Moments like messages posted by users' friends based on the Official Account ecosystem. Users can communicate with friends with "Like" and "Comment" features. Its chain-reaction/diffusion effect that is unique to social media ad brings additive effect to brands' promotional campaigns. The advertising rates are calculated based on number of PVs.
WeChat Official Account Ads	The ads appear like articles in WeChat Official Account based on WeChat Official Account ecosystem. WeChat Official Account Ads offers a variety of promotional services that include WeChat Official Account follow up, apps download, coupon issuance, and brand campaign ads. The ads improve purchase conversion rate by combining multiple promotional methods.
Qzone Ads	"Qzone" active users reached 563 million, and of those, more than 60% are young audiences born in the 1990s. Feed ads in the Qzone appear on a page that show users' friends' posts. As the ads are one of the native social ads that are used for user generated content (UGC), the ads won't make users feel odd when they see them in the Qzone. Qzone Ads enables brands to approach and get closer to the young users.
QQ Client Ads	Based on Tencent's large volume of user behavioral data and unique characteristics data of users that use multiple devices, QQ Client Ads enables brands to precisely approach their target users that are segmented based on user attributes, location information, and specific occasions. QQ Client Ads are also one of the native social ads that can be used for mobile app download, e-commerce shopping, and branding activities.
Tencent Alliance Ads	Based on Tencent Consortium system, the ads appear on Tencent Consortium Traffic with the use of Tencent's <u>unique DMP technology</u> .
Mobile QQ Browser Ads	Mobile QQ Browser Ads show native, immersive ads by collecting users' browsing history and analyzing their preferences based on Tencent Big Data. Brands' ads appear mainly on feed ads, detailed product information page, and local ads.
Tencent MyApp Ads	Tencent MyApp is an Android app store in China which has the largest active userbase. MyApp Ads appear on MyApp top page, ranking page, and search box. Tencent MyApp Ads are native CPA ads that charge brands when users view their ads on MyApp and complete download.
Tencent News Ads	Tencent News (news portal) primarily features "fact-based" information. With over 240 million monthly active users, it is one of the most frequently used information apps. Tencent News Ads has an accurate targeting feature based on user attributes, view history, and their preference. The ads appear in information feeds as native ads. Tencent News Ads are currently used for website promotions, mobile apps promotions, and e-commerce promotions.
Tencent Video Ads	Tencent Video mobile's daily active users surpassed 137 million. It is the leading app in the Chinese mobile video category with the longest usage time. Tencent Video Ads appear on traffic scene for entertainment as native ads. With its targeting technology, the ads approach the relevant users and boost brand recognition. Tencent Video Ads are currently used for website promotions, mobile apps promotions, and e-commerce promotions.
Kuaibao Ads	The news curation app, Kuaibao Ads are reading materials that aim to recommend content that are relevant to users' interests by the use of artificial intelligence algorithms which are based on Tencent's "Big Content". The ads appear on users' timeline as native ads. With the use of artificial intelligence algorithms, the ads approach the target users accurately in order to boost brands' exposure effectively. Kuaibao Ads are currently used for website promotions and mobile app promotions.

■ **transcosmos China's total marketing service menu:**

- Internet advertising promotions (iWOM; word of mouth marketing, SEM/SEO measures, media buying)
- Intergrated marketing (online and offline)
- Social media operations, promotions, etc.

Since transcosmos China launched its operations in Shanghai in 2006, the company has continued expanding its business, and now has as many as 8 service bases in 5 cities in China - 4 in Shanghai, 1 in Beijing, Tianjin, Hefei, and Changsha, as well as branch offices in Shenzhen and Taipei. transcosmos China offers extensive services such as e-commerce one-stop services including contact centers, digital marketing services, and system development services for over 80 prominent Chinese and global brands.

*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 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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