

# Press Release



April 24, 2018  
transcosmos inc.

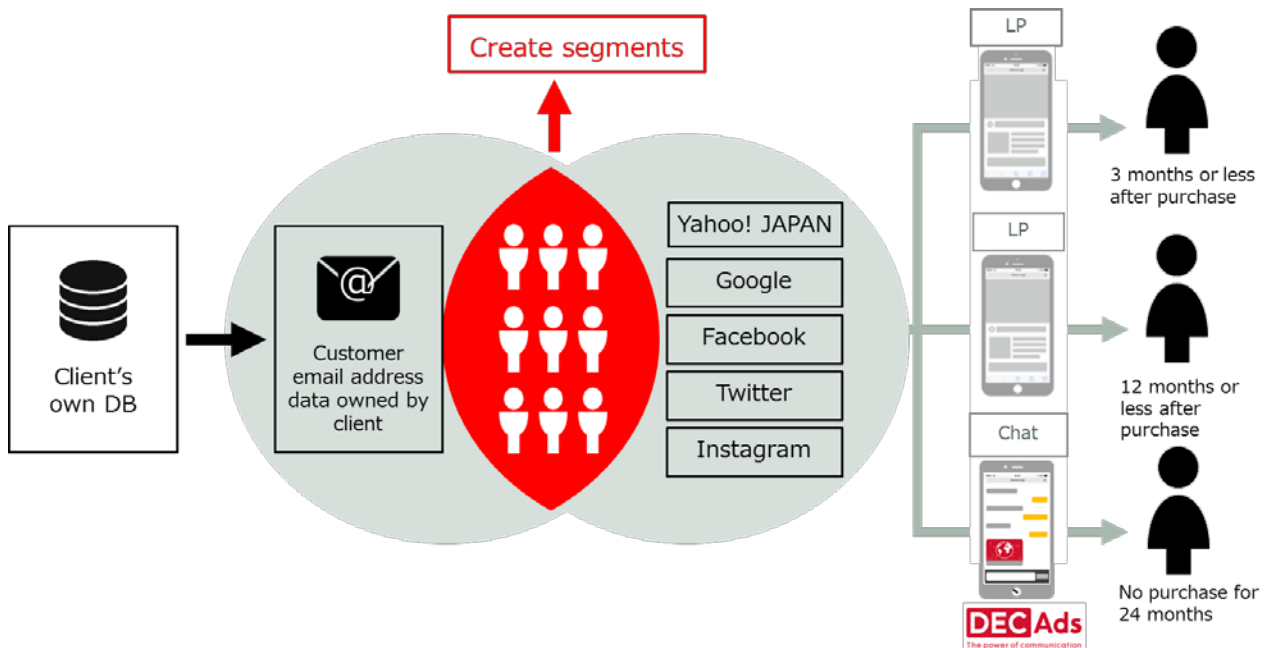
## transcosmos rolls out “Addressable Advertising” using an ad link tool offered by Synergy Marketing

### Enhances initiatives to improve customer LTV by delivering CRM-based ads

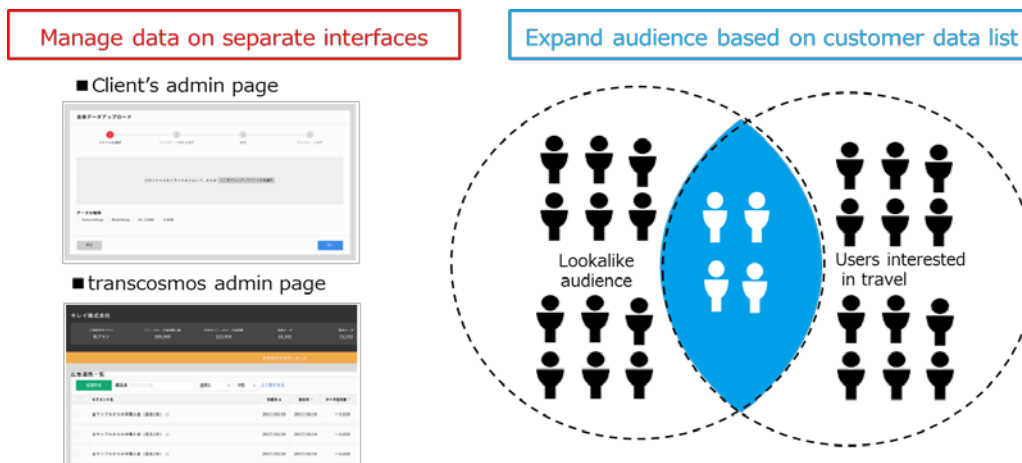
transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) started to offer “Addressable Advertising” which enables clients to deliver targeted ads to predefined audiences based on CRM data with the use of “AD2”, the addressable ad link tool offered by Synergy Marketing, Inc. (Headquarters: Osaka, Japan; Representative Director: Masao Tashiro). Using “AD2”, transcosmos now delivers ads based on CRM data without access to customers’ personal information that clients own and helps clients streamline their full funnel marketing activities that include acquiring new customers and boosting existing customers’ LTV.



“Addressable Advertising” is one of the ad delivery methods that enables businesses to deliver personalized ads to predefined users based on their own CRM (customer) data. Now, addressable advertising is attracting market attention as a new, effective ad delivery method following search ads and retargeting ads as well as a solution which addresses cookie limitations such as ad fraud and ITP (Intelligent Tracking Prevention). Still, the handling of CRM data requires a rigorous management framework in order to prevent the risk of information leakage as the data includes various consumer personal information and makes it hard for businesses to leverage their CRM data.



As the first tool which specializes in addressable advertising in Japan, “AD2” automatically converts customers’ email address data that is updated by clients. Based on this list, ad operators can plan and deliver ads on major media whilst checking ad performance. As the interface for client’s admin page where they upload their customer data is different from the one used by transcosmos for ad operations, there is no transfer of customers’ personal information which has previously been an issue in delivering personalized ads. As a result, this new service reduces the operational burden of personal data handling. What’s more, businesses can expand their target to lookalike audiences of their good customers that will increase the opportunity to acquire more customers.



“AD2” is also linked to “DECAds”, the integrated platform offered by transcosmos, and enables clients to deliver chat ads based on their customer data. By inviting customers to chat, clients can communicate and share information with customers considering their needs and wants and help them solve the challenges they face whilst discovering potential customers. transcosmos continues to enhance its initiatives to further improve CRM-based ad delivery services in order to help clients perform full funnel marketing activities that range from acquiring new customers to boosting existing customers’ LTV by delivering ads that are relevant to each individual user.

**■About “DECAds”**

“DECAds” is a chat ad platform which connects businesses and consumers through the power of communication. By inviting users from ads to chat and communicating with the users via chat, DECAds helps users solve challenges they face whilst boosting their interests in products and services. It ultimately boosts user engagement. What’s more, DECAds can link with AI/BI tools and deliver channel integrated communication by integrating, analyzing, and leveraging various data collected via multiple channels.

\*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 Synergy Marketing, Inc.**

Synergy Marketing offers support to clients in the whole marketing communication domain with a focus on CRM by offering customer management systems such as “Synergy!” After becoming a member of Yahoo! JAPAN group in 2014, Synergy Marketing continues to offer comprehensive marketing support services that range from customer acquisition mainly via advertising to CRM activities.

**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.

**Contact for Media Inquiries**  
 transcosmos inc. Public Relations & Advertising Department  
 Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)