

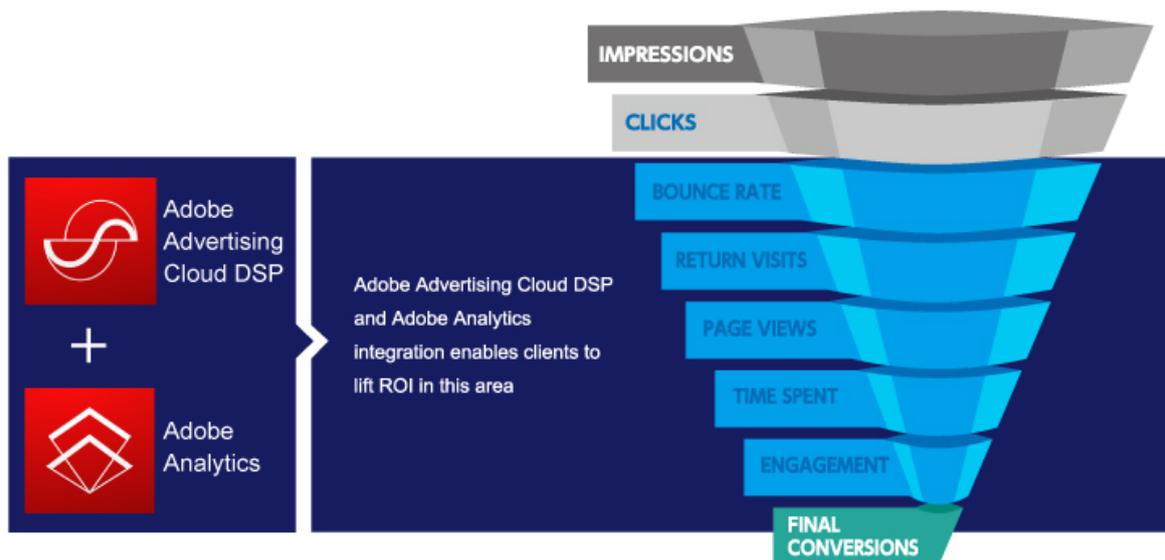
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transcosmos inc.

Press Release

transcosmos offers ad delivery services by integrating “Adobe Advertising Cloud DSP” with “Adobe Analytics” for the first time in Japan

Enhances optimization features for ad delivery, also effective to address ITP features

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) successfully enhanced its optimization features for ad delivery through the integration of “Adobe Advertising Cloud DSP (Advertising Cloud DSP)”, an end-to-end platform for managing digital advertising, with data stored in an analytics solution “Adobe Analytics” offered by Adobe Systems Co., Ltd. (Headquarters: Tokyo, Japan; President: James McCreedy; Adobe). By integrating users’ onsite behavioral data to Advertising Cloud DSP, in addition to Advertising Cloud DSP’s optimization metrics, namely, impressions, clicks, and final conversions, transcosmos expanded ad performance measurement metrics in order to help clients deliver ads according to users’ onsite behavior more flexibly than ever. What’s more, this ad delivery model which uses users’ onsite behavioral data as its KPIs works as an effective tool to address “Intelligent Tracking Prevention (ITP) features” that prevent the tracking of users’ browsing behavior.



Today, various businesses implement access analysis tools together with ad delivery tools in an effort to discover user needs. Yet, most tools work independently making companies struggle to utilize users’ onsite behavioral data gained from access analysis seamlessly to optimize their ads.

To solve their challenges, transcosmos made users’ onsite behavioral data possible to use as ad performance measurement tags on Advertising Cloud DSP by integrating Advertising Cloud DSP with Adobe Analytics. As a result, this new ad delivery model automatically applies the data, that cannot be obtained from regular media conversion tags, to ad delivery and optimizes ads flexibly based on users’ onsite behavior. Furthermore, this new model enables to carry out “ad delivery design not relying on retargeting”, utilizing users’ onsite behavioral data as KPIs to address “ITP features”.

transcosmos currently applies this Advertising Cloud DSP and Adobe Analytics integration model to a registration campaign for “ANA Card”, which ANA Group issues in partnership with multiple credit card companies. By delivering the right ads to right users based on their behaviors on the ANA site, transcosmos successfully supports ANA to acquire new ANA mileage club members whilst expanding its revenues.

■ Major features offered by Adobe Advertising Cloud DSP × Adobe Analytics integration

● Conversion measurement

- Measure and optimize conversions with Adobe Analytics conversion metrics
- Measure and optimize complex conversions without creating a new tag

● Segment sharing

Build segments by event or other conditions on Adobe Analytics

* Users need to confirm Adobe Analytics implementation requirements.

● Attribution report

- Weighted conversion report
- Conversion path report

● ROAS (Return on Advertising Spend) bidding

Optimize bids and maximize conversion value

● Weighted Object bidding

Maximize online conversion funnel

transcosmos has gained expertise in Adobe Advertising Cloud at “Adobe Advertising Academy”. What’s more, the company owns 8 certified employees who have received “Specialist Certification”, a certification only granted to members who are certified as specialists for their skills in campaign designing and operations. With a focus on leveraging Adobe products, transcosmos continues to support clients to succeed in their next-gen online marketing activities that will ultimately expand their revenues by utilizing a vast amount of customer data that clients own.

■ About “Adobe Advertising Cloud DSP”

Adobe Advertising Cloud DSP is the first independent demand-side-platform for planning, buying, measurement, and optimization. It’s the only omni-channel DSP that supports various ad campaigns that include TV, mobile, display, and social. It’s an ad optimization solution which predicts the best mix of ad channels based on customers’ budget and automatically manages and places ads. Currently, its β version is equipped with AI-powered optimization features. Advertising Cloud DSP is the only one of its kind to provide customers with proprietary brand safety measures, including automated tools to prevent ads from appearing alongside objectionable content and a manual site-screening process performed by a team of quality assurance specialists, in order to protect the brand’s image and against fraud.

■ About “Adobe Analytics”

Adobe Analytics is an analytics solution by Adobe. It enables clients to collect and analyze customer data across virtually any channel in real time and ultimately turns the data into action.

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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 optimization through our 171 locations across 32 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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