

# Press Release



November, 28, 2018  
transcosmos inc.

## **transcosmos enhances digital marketing business for the ASEAN market**

### **Formed a strategic partnership with Heroleads, a digital performance marketing company in Thailand and was the sole investor of undisclosed Series A**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has formed a capital alliance with Heroleads (Thailand) Co., Ltd. (Headquarters: Bangkok, Thailand; Chief Executive Officer: Carlo Herold; Heroleads), a digital performance marketing provider in Thailand, with the aim to enhance its digital marketing business for the ASEAN market.



# Heroleads

Heroleads is Thailand's leading data-driven and technology enabled performance marketing provider. 150+ companies partnered with Heroleads to build their digital business and maximize the value of their customer portfolios. Heroleads enables companies to acquire and grow customers on digital platforms.

The company offers performance-based digital advertisement, creation of digital creative assets, data analytics & tracking solutions and platform-based influencer marketing to clients in a wide variety of industries in Thailand.

Heroleads develops Ad-Tech software solutions to scale digital marketing operations across platforms and to improve performance with people-based data targeting solutions. The product offering for the client base includes Digital Marketing Analytics, Lead Management and CRM cloud-based software solutions.

Since launching their solutions and platforms in 2015, Heroleads has been one of the fastest growing digital marketing providers in Thailand. Heroleads is a certified Google Premier Partner and received Google Performance Honors 2017 in Thailand, a competition for marketing agencies hosted by Google.

transcosmos advanced into the Thailand market in 2004 and has been offering multiple services, with a focus on contact centers and digital marketing services for the Thailand local market. With this partnership with Heroleads, transcosmos will enhance its digital marketing services and drive the implementation of these services to clients together with CRM-related services that include contact centers, Chabot's, LINE and e-commerce. In addition, transcosmos aims to generate business synergies with Heroleads by offering Heroleads' services in Indonesia, Philippines, Vietnam and Malaysia where transcosmos offers similar services as they do in Thailand.

■ Heroleads Profile (<https://heroleads.co.th/>)

Name: Heroleads (Thailand) Co., Ltd.

Representative: Founder CEO Carlo Herold

Founded: August, 2015

Employees: 115 (as of Sep, 2018)

Business: Technology enabled and data driven digital performance marketing solutions: digital ad operation, creation of digital assets, data analytics & tracking, influencer marketing and ad-tech software development.

Carlo Herold, Founder CEO at Heroleads, said: *“Our mission is to empower business growth with data driven and technology enabled approach. Our strategic partnership with transcosmos presents a unique opportunity to expand our value proposition - while Heroleads brings data-driven digital marketing knowledge to the table, transcosmos offers the extensive expertise of ecommerce operations, live chat and call center engagement services. By combining both, we’re now uniquely positioned to push the boundaries of digital solutions by delivering complete omni-channel solutions for our business clients across the region. With the support of transcosmos we plan to rapidly expand our business across the region. For us, it was extremely important to find the right partner to serve our clients - and we’re extremely excited to have found that partner in transcosmos.”*

\*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 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 172 locations across 31 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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