

# Press Release



April 22, 2019  
transcosmos inc.

## **transcosmos becomes the first independent ad agency in Japan to complete large-scale implementation of “Shirofune,” a cloud-based auto-optimization tool for ad operations**

**Cutting-edge technology and rich operations expertise generated synergy, ad performance up by around 120%**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) successfully completed a large-scale implementation of “Shirofune,” a cloud-based auto-optimization tool for advertising operations developed and offered by Shirofune, Inc. (Headquarters: Tokyo, Japan; President: Mitsunaga Kikuchi). transcosmos is the first independent internet advertising agency that implemented “Shirofune” on a large-scale in Japan. Whilst reducing man-hours with the tool’s “auto-optimization” feature, transcosmos accelerated the PDCA cycle at the same time, and delivered higher advertising performance.



### ■ About “Shirofune,” a cloud-based auto-optimization tool for advertising operations

“Shirofune” became the No.1 tool in Japan in 2016 in terms of implementation counts. In March 2018, building on its success, Shirofune, Inc. enhanced the tool’s features and released “Shirofune” as a cloud-based tool that automatically optimizes and executes all necessary operations for advertising in order to help users achieve optimum ad performance. The new features work across multiple media and include “ad posting / edit history management,” “ad budget management / bidding optimization,” “reporting / analysis,” “recommended measures to improve ad performance” and more.

An expert who has built his advertising operations expertise in Japan’s leading advertising agency developed his proprietary algorithms that fully reproduce the expert’s thought process and know-how. The algorithms let users automatically execute advertising operations at a professional level at reasonable costs without any prior learning and experience. Users only need to select and enter information, and use the features to improve their ads by following the tool’s navigation.

<https://shirofune.com/>

### ■ Reasons for implementing “Shirofune” and its benefits

In 2018, internet advertising expenditures in Japan grew 16.5% compared with the previous year, exhibiting continued robust growth. Along with the overall market growth, performance-based advertising, or programmatic advertising, that accounted for approximately 80% of the total media spend also saw steady growth. By ad category, approximately 80% of the total media spend was for paid search advertising and display advertising, and these categories also delivered solid growth (\*). In order to assist clients in their marketing activities by achieving higher advertising performance, advertisers and agencies must execute advertising operations including routine tasks, performance verification and optimization

continuously. Despite ever growing workloads, the online advertising industry as a whole faces a severe challenge in reducing man-hours as it may lead to a deterioration of service quality. In addition, transcosmos wanted to improve the operations process whilst drastically rebuilding the operations framework of its competitive marketing services that integrate advertising, selling, customer support, and retention services.

In order to address these challenges, transcosmos executed a large-scale implementation of “Shirofune,” the cutting-edge tool that automatically optimizes advertising operations across multiple media ahead of others. Combining transcosmos experts’ abundant know-how in operating programmatic advertising with the cutting-edge ad technology “Shirofune,” transcosmos generated high synergy and reduced man-hours drastically by optimizing operations automatically whilst accelerating its PDCA cycle. Ultimately, transcosmos successfully boosted both CV counts and sales volume by approximately 120%, achieving higher advertising performance than ever before. What’s more, as a result of man-hour reduction in advertising operations, transcosmos can assign available members to other marketing initiatives that will further improve the quality of its integrated marketing services. Now transcosmos is ready to further contribute to the improvement of clients’ overall marketing performance.

By offering effective and efficient advertising operations services with the power of “Shirofune,” transcosmos continues to assist clients’ marketing initiatives with its abundant record and know-how in advertising operations with a rock-solid framework stronger than ever.

(\*) Source: 2018 Advertising Expenditures in Japan: Detailed Analysis of Expenditures on Internet Advertising Media (<http://www.dentsu.com/news/release/2019/0314-009776.html>)

\* transcosmos is a trademark or registered trademark of transcosmos inc. In Japan and other countries.

\* Other company names and product or services 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 171 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 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.

<https://www.trans-cosmos.co.jp/english/>

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