

# Press Release



October 16, 2019  
transcosmos inc.

## **transcosmos forms a strategic business alliance with Quartile, a company that offers “Quartile,” an Amazon Advertising management platform powered by AI and machine learning**

### **As the first partner agency in Japan, transcosmos helps Quartile expand their business full-swing**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is delighted to announce that the company has formed a business alliance with Quartile LLC (Headquarters: New York, U.S.; CEO: Daniel Knijnik ; Quartile), an advanced Amazon advertising management platform company. Under this partnership, transcosmos has released “Quartile,” their platform to businesses that sell products and services on Amazon (vendors and sellers). Being the Japan’s first partner agency, transcosmos will assist Quartile in expanding their business in Japan as their strategic partner.

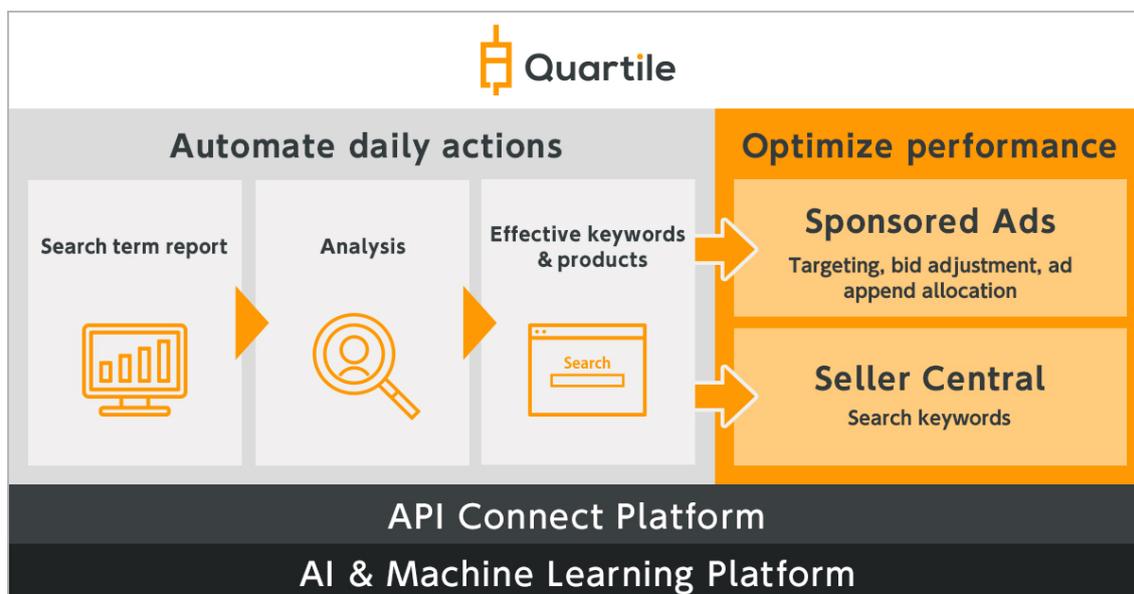


Quartile is an advanced company in North America, the leading Amazon advertising market, with over 1 billion total Amazon sales under management for over 1,100 brands across 11 countries. “Quartile,” by Quartile helps clients dramatically accelerate their Amazon marketing activities by running a high-speed, ongoing PDCA cycle.

What’s more, “Quartile,” the platform that uses AI, machine learning and proprietary algorithms seamlessly connects to sponsored ads’ campaign and performance data via Amazon Advertising API (\*). “Quartile” then utilizes the obtained data for “AI & Machine Learning powered Ad Optimization (targeting, bid adjustment and Amazon ad spend allocation)” and for “Search Keywords Report, Analysis and Setting.” In addition, its autonomous system allows vendors and sellers to automate daily campaign management operations.

One of transcosmos’s pilot projects has shown that sales expanded about 1.5 times more after managing sponsored advertising using “Quartile” for 3 months. Building on operational insights gained through these pilot projects, transcosmos will continue its efforts in achieving best practices and ultimately enhance its support capabilities to help clients expand their Amazon sales.

(\* ) Application Programming Interface that enables a platform to access management information of sponsored advertising. Amazon Advertising API was released in Japan at the end of 2018.



■ **Comment from CEO Daniel Knijnik, Quartile LLC.**

“We are very excited with this Partnership with transcosmos. We feel that their knowledge of the Japanese Market and our AI capabilities for optimizing Amazon Advertising is the perfect match for Japanese Brands that are eager to scale their Amazon presence.”

In partnership with Quartile, transcosmos will continue research and development of Amazon marketing services. Led primarily by its “Amazon Ad Management Team” established in March 2018, transcosmos aims to optimize clients’ Amazon marketing performance by leveraging numerous proven records in ad operations and accumulated know-how.

■ **About Quartile LLC**

Quartile is a global leader in Amazon Advertising. We help brands and agencies optimize Amazon advertising, expand market reach, and drive revenues upwards. Quartile’s proprietary advertising technology uses cutting edge artificial intelligence and machine learning to make decisions based on real data for improved performance and growth.

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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 167 bases across 30 countries/regions 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 48 countries/regions 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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