

Press Release



February 12, 2025
transcosmos inc.

transcosmos wins Certified Partner award under CAPICO certified partner program by YRGLM

Helps clients boost marketing performance with CAPICO, a tool that complies with latest cookie regulations

transcosmos is proud to announce that the company has been named a Certified Partner under the CAPICO Certified Partner program, a program just launched in February 2025 by YRGLM Inc. (Headquarters: Osaka, Japan; Chief Executive Officer: Susumu Iwata; YRGLM).



CAPICO by YRGLM is a conversion API tool that accurately tracks conversions on each advertising media, as well as optimizes machine learning modes used for ad delivery. Today, CAPICO supports five leading media—Google, Yahoo, LINE, Meta, and TikTok.

Just by setting up an ITP (Intelligent Tracing Prevention)-compliant program—CAPICO's unique system—brands can track conversions without the limits set by cookie regulations. What's more, the ITP-compliant program supplements lost conversion data as well as prevents a drop in advertising performance due to a reduction in data volume for machine learning, thereby enabling brands to promote the automated optimization of media operations.

transcosmos has been promoting CAPICO deployment since its release in August 2023, and has continued to utilize the tool to help clients grow their business and enhance marketing operations and performance.

CAPICO Certified Partner program certifies advertising agencies that promote CAPICO implementation as its official partners. Being recognized for its performance to date, YRGLM named transcosmos a CAPICO Certified Partner, making transcosmos one of the only four certified partners among numerous advertising agencies.

*For more information about CAPICO, visit here (no translation available): <https://www.capi-co.net/>

Making the most of its proven performance while keeping up-to-date with the latest insights into cookie compliance, transcosmos will continue to present each client with the optimum measures that ensure cookie compliance. At the same time, transcosmos will further assist clients' marketing activities with a solid partnership with YRGLM.

*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 181 bases across 35 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 to consumers in 46 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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