

Press Release



February 20, 2018
transcosmos inc.

With the power of AI, transcosmos released “coemo”, its unique service which helps businesses develop, and deliver the most appealing ads that resonate with consumers based on real time users’ voices posted on SNS

“coemo” uses “Google Cloud Natural Language API” to develop this service.

“coemo” helped improve ad performance.

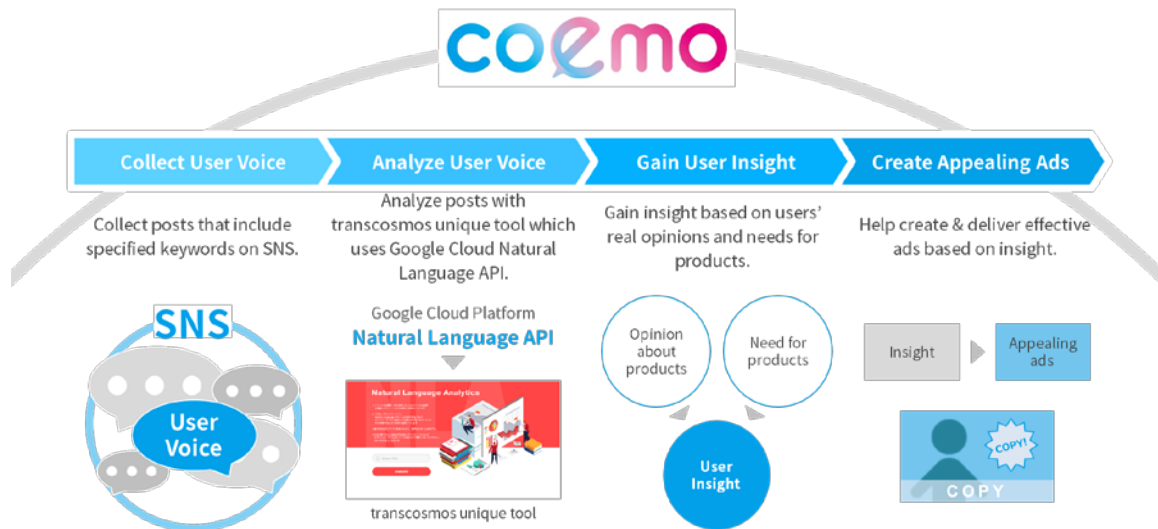
CTR x 120%, CVR x 126%, CPA x 50% compared to a client’s existing creative content.

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) released “coemo”, a unique service developed using “Google Cloud Natural Language API”, one of Google Cloud’s Cloud AI solutions. “coemo” helps businesses gain user insight from real-time users’ voices posted on social networking services (SNS) and helps create and deliver appealing ads that resonate with consumers based on the insight.



Today, consumers are surrounded by excessive items and information which makes it crucial for businesses to deliver insight-driven marketing in order to stimulate consumers’ buying intention and interests. At the same time, in-feed-ad which appears on the newsfeed and SNS timeline has become mainstream in the digital ad industry along with the “mobile shift - smartphone shift” and the increase in SNS usage rate. It is a must to reflect users’ voices when creating ad contents in order to make the ads fit SNS timeline stories and content whilst fully understanding user insight.

Using “Google Cloud Natural Language API”, “coemo” extracts users’ voices that are useful for businesses to create appealing ads from a volume of posts that are too massive for humans to go through. After the process, “coemo” assists businesses to develop and deliver effective ads based on transcosmos’s proven knowledge on ads delivery in diverse industries and its unique analytics methods. In fact, a case study shows that in-feed creative contents that are developed using “coemo” drastically boosted a client’s ad performance. Specifically, CTR and CVR were up 120% and 126% respectively, and CPA was down 50% compared to the client’s existing creative content that was delivered during the same period.



transcosmos aims to enhance its ad services by analyzing images on top of text messages posted on SNS using “Google Cloud Vision API”, whilst gaining user insight from call logs collected by its Call Center department. transcosmos continues to support clients’ marketing initiatives by driving research and development in order to improve the power of internet advertising.

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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 reduction through our 170 locations across 33 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.

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