



Press Release

April 22, 2019
transcosmos inc.

transcosmos certified as “Advertising Operations Partner” under Yahoo! Marketing Solutions Partner Program

In addition to Platinum Partner, certified as Special Partner for its ad operations expertise and records

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is honored to announce that the company has been named “H1, FY2019 Advertising Operations Partner” under the “Special Certified Partner” category of “Yahoo! Marketing Solutions Partner Program (*)” by Yahoo Japan Corporation (Headquarters: Tokyo, Japan; President and Representative Director: Kentaro Kawabe; Yahoo). Under the “Special Certified Partner” category, Yahoo certifies partners that execute marketing methods and advertising operations which require expertise in marketing and advertising.

Visit and check H1, FY2019 Advertising Operations Partners here (Japanese only)

<https://marketing.yahoo.co.jp/agency/ad/advertisingoperation.html>



■ About Yahoo! Marketing Solutions Partner Program

With this program, Yahoo certifies advertisers and advertising agencies that satisfy certain criteria in meeting clients' challenges by using advertising products and services offered by Yahoo. The program consists of “Certified Partner” and “Special Certified Partner.” Under the “Certified Partner” category, Yahoo certifies partners that achieve excellent results through the comprehensive use of Yahoo’s advertising products and services. Under the “Special Certified Partner” category, Yahoo certifies partners that achieve outstanding performance in specialized areas whilst showcasing their specific strengths. In addition, Yahoo selects and names official “Advertising Operations Partners” from their “Special Certified Partners.” To be certified as Yahoo’s official “Advertising Operations Partners,” companies must present operational knowledge in Search Ads “sponsored search” and “Yahoo! JAPAN Display Ad Network (YDN),” achieve operational performance that exceeds Yahoo’s criteria, and successfully recommend the best operations method to customers and execute such methods.

transcosmos assists various clients in their marketing activities as an official agency of Yahoo! Promotional Ads, and helps clients empower their brands and expand sales by executing advertising for clients and measuring performance. Highly recognized for these proven results, transcosmos was certified as a “Platinum Partner” under the “Certified Partner” in April 2017. Now, transcosmos is also certified as an “Advertising Operations Partner” under the “Special Certified Partner,” for its deep expertise in ad operations and proven records that exceed Yahoo’s criteria.

transcosmos continues to help clients' marketing activities comprehensively based on its know-how and records in advertising operations primarily in Yahoo! Promotional Ads, in strong collaboration with Yahoo.

(* Visit for details of Yahoo! Marketing Solutions Partner here (Japanese only) <https://marketing.yahoo.co.jp/agency/>

* 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/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp