

Press Release



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transcosmos inc.

transcosmos implements “HYTRA DASHBOARD,” an ad verification tool to its programmatic advertising services

Certified as an ACP partner after being recognized as an ad agency that takes aggressive approach to prevent inadequate ad delivery

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has implemented “HYTRA DASHBOARD,” an ad verification tool (*) by Momentum Inc. (Headquarters: Tokyo, Japan; CEO: Hiroshi Takatoh) for its programmatic advertising services including demand-side platform (DSP) advertising services and advertising network services. With the power of HYTRA DASHBOARD, transcosmos will enhance its ad verification processes in the area of digital advertising, and in turn take the advertising quality to the next level. In addition, highly recognized by Momentum as an advertising agency that takes aggressive approach to improve its ad verification processes, transcosmos has been certified as an “Agency Certification Program (ACP) Partner” under the ACP partnership program run by Momentum.

(*) Ad verification: Ad verification is a process which helps brands achieve optimal advertising value by excluding placements where they don't want their ads to show. More specifically, the process ensures “brand safety” by making sure that a brand's ad doesn't appear in any undesired context, websites, or areas of a website. It also prevents multiple forms of “ad fraud,” a type of scam in which the perpetrator fools brands into paying for something that is worthless to them such as fake impressions and click traffic with the use of bot and other methods.



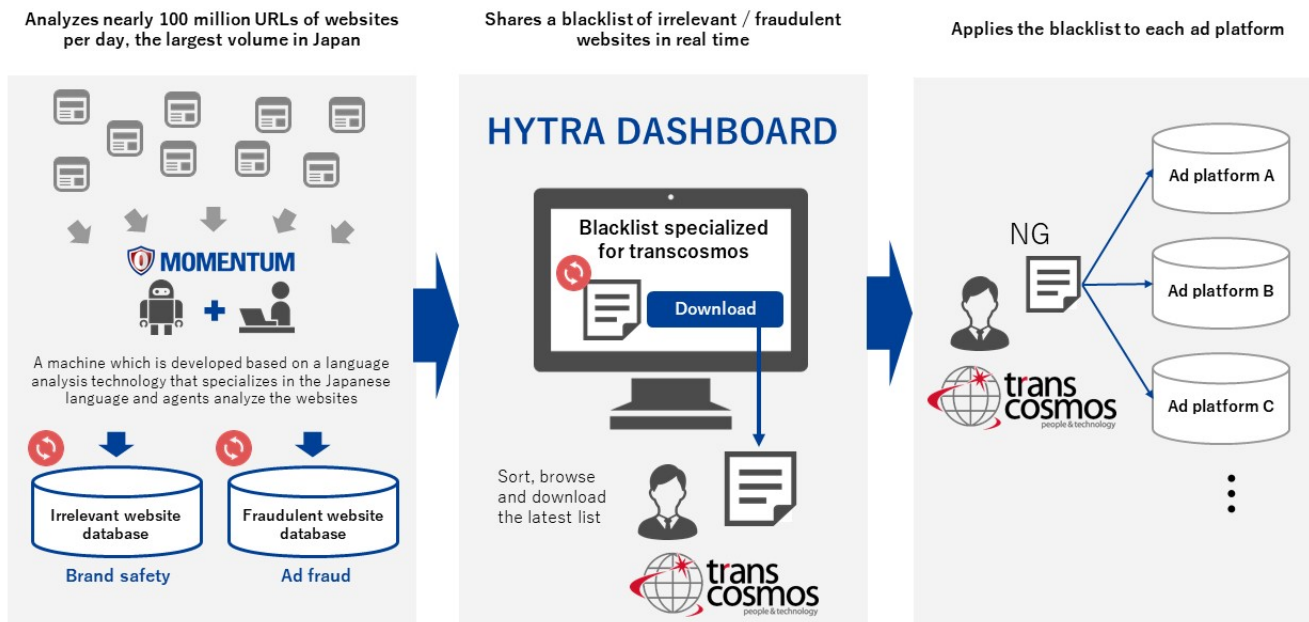
Produced by MOMENTUM

In the ever growing digital advertising industry, a spate of fraudulent practices has recently plagued advertisers and brands alike. Brand image has been tarnished as a result of their advertisements being run on undesirable websites including illegal and abusive pages, and many brands are losing their digital advertising spend to automated fraudulent programs such as bots. Under such an environment, an increasing number of companies, especially advertising agencies, implement methods and practices for ad verification such as “blacklisting,” or blocking specific domains from running their ads. Yet, since advertising delivery systems have become highly complex and sophisticated, it is hard for advertisers and brands to fully grasp their ad placements. For this reason, the whole industry is facing a challenge in taking a comprehensive measure that guarantees success in verifying their advertisements.

Recognizing their challenge, transcosmos has applied the ad verification tool “HYTRA DASHBOARD” with the aim of further improving its ad delivery services. HYTRA DASHBOARD is a tool that provides a blacklist of irrelevant and fraudulent websites to advertising agencies. Momentum aggregates an enormous number of websites, more specifically

nearly 100 million URLs, analyzes the websites with the use of a machine that is equipped with a proprietary language analysis feature which specializes in the Japanese language, and makes its dedicated agents confirm and update the blacklist in real time. transcosmos then offers clients the up-to-date blacklist in the form of a dashboard. With HYTRA DASHBOARD in place, transcosmos applies a list of irrelevant and fraudulent websites' domains in the form of a blacklist to its partners' ad platforms, the leading ad platforms in Japan and abroad. Now, transcosmos is ready to deliver highly reliable environment for ad delivery and ultimately improve clients' advertising performance.

HYTRA DASHBOARD for illustration purposes only



In addition, transcosmos has been recognized as a certified partner of ACP, a program which promotes the creation of robust digital advertising industry. Momentum launched the program in January 2019. Under the program, Momentum certifies advertising agencies that have proven records in running advertisements safely and securely with the use of HYTRA DASHBOARD in the right way. transcosmos will enhance its ad verification processes by keeping the blacklist on HYTRA DASHBOARD up-to-date as a certified ACP partner whilst ensuring its ad operators get the latest information about ad verification processes and solutions on a regular basis.

transcosmos continues to strive for strengthening its ad verification processes whilst utilizing its extensive and proven know-how of advertising operations with the aim of helping clients succeed in their marketing activities.

* 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 167 locations across 30 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 48 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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