

Press Release

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transcosmos inc.

transcosmos develops “REPORTAS,” a proprietary automated internet ad reporting system that is integrated with the largest number of media in Japan

A “fully” automated ad reporting process speeds up PDCA cycle to improve ad performance

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has developed “REPORTAS,” its proprietary internet ad reporting system that is integrated with the largest number of media in Japan. With the power of “REPORTAS,” transcosmos automates an end-to-end ad reporting process and makes its ad planners focus their time and effort on analyzing challenges and developing strategies for ad campaigns, thereby speeding up the campaign PDCA cycle. Ultimately, transcosmos helps clients maximize their marketing performance more than ever.



“REPORTAS” is a fully automated internet ad reporting system developed by transcosmos. Integrated with over 50 media (Google, Yahoo!, Facebook, Twitter, LINE Ads Platform, etc.), the largest scale in Japan, as well as with leading performance measurement tools (Google Analytics, AD EBiS, etc.), “REPORTAS” automatically checks numeric data and ensures data consistency across multiple media. “REPORTAS” generates ad reports at one-stop that enables clients to analyze their ad performance across various media, and in turn drastically reduces lead-times from grasping ad performance to making decisions for improvements.

In addition to basic reporting options such as report “by day,” “by creative,” and “by keyword,” “REPORTAS” can generate custom reports according to clients' campaign goals by using reporting features such as “Integrate with Performance Measurement Tools” and “Select KPIs” for clients to visually see their ad performance against their KPIs. What's more, with its “Scheduled Reporting” feature, “REPORTAS” automatically sends these reports regularly to clients at the best time for them.

Through the development of “REPORTAS,” transcosmos has dramatically reduced man-hours required to generate ad reports that come with video clips and other creative images, a process that includes data extraction, processing and more. One of the “REPORTAS” pilot tests shows that an initial report format design process was completed within an hour and the man-hours for generating a report dropped by 80%. transcosmos will adopt “REPORTAS” to its ad operations services to fully automate reporting processes thereby making its resources focus on analyzing the challenges that each campaign faces and on designing strategies to solve such challenges. Ultimately, transcosmos will further accelerate the PDCA cycle to improve ad delivery processes and boost campaign performance with the power of “REPORTAS.”

By putting more effort into developing such proprietary systems, transcosmos will continue to help clients’ marketing activities by utilizing both “technical expertise” that the company has developed over the years and its proven “ad operational expertise.”

* “REPORTAS” is for ad campaigns that transcosmos operates.

* 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 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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