

Press Release



May 15, 2020
transcosmos inc.

transcosmos starts distributing “LINE Flyer,” LINE’s new personalized digital flyer service

Drives digital transformation of distributors & retailers via enhanced Online-Merge-Offline services framework

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) hereby announces that the company has started selling “LINE Flyer,” a smartphone optimized digital flyer service by LINE Corporation (Headquarters: Tokyo, Japan; Chief Executive Officer: Takeshi Idezawa). By distributing personalized flyers via the communication app “LINE,” the service enables businesses not only to extend their reach but also run the Plan-Do-Check-Act (PDCA) cycle by optimizing their target base and verifying the results of each campaign. Simply put, “LINE Flyer” helps clients run highly effective offline marketing promotions.

By enhancing its support framework for Online-Merge-Offline (OMO) services by offering OMO-based services, transcosmos continues to help clients achieve their digital transformation with a focus on the distribution and retail industries.

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■ About “LINE Flyer”

“LINE Flyer” is a smartphone optimized digital flyer service that allows businesses to deliver highly personalized product information that best fits each user’s interests and local area, at the right time via “LINE,” instead of using traditional offline channels such as flyers and direct mails.

“LINE Flyer Media Format,” the service transcosmos has started to offer, is one of the service formats that lets clients deliver product information optimized for each LINE user based on their attributes and service usage data. Users will receive personalized product information available at their local shops and recommended items on LINE based on various data such as their browsing history and registered stores and favorite products.

What’s more, the service enables clients to optimize their reach to their target audiences, and to verify campaign performance by obtaining and checking “browsing” and “store visit” data, thereby allowing them to run the PDCA improvement cycle in their offline marketing promotions.

LINE Flyer

Get best deals, have fun & a convenient shopping experience with LINE's digital flyer.



*Source: LINE Corporation market research data: LINE app monthly active user as of end of March 2020. *Screen design is subject to change.

In January 2020, transcosmos formed two teams designed to support clients' OMO initiatives, namely, "Nationwide Distributor Sales Promotion Office" under the Sales Division and "OMO Policy & Strategy Office" under the Services Division. Since then, the two teams have been enhancing their marketing promotion support services designed for convenience stores, drugstores, DIY stores, supermarkets and others in the distribution and retail industry as well as for the restaurant industry.

▼ transcosmos enhances Online Merge Offline (OMO) services framework for distributors & retailers

<https://www.trans-cosmos.co.jp/english/company/news/200121.html>

transcosmos continues to serve as an OMO solutions consultant including "LINE Flyer" to assist each client in solving their specific challenges. Ultimately, transcosmos will further beef up its OMO support services to help nationwide chain stores achieve digital transformation as well as assist manufacturers in succeeding in their OMO initiatives that integrate manufacturing and sales.

Key OMO services by transcosmos

● "Gotcha!mall"

"Gotcha!mall" is a smartphone-based platform which connects consumers with products and stores (business method patented). Whilst converting a massive amount of offline shopping data into valuable data that leads businesses to success, Gotcha!mall also offers numerous opportunities to consumers to enjoy shopping in stores in and out of Japan by using its proprietary gamification and algorithms.

● "Yext"

Yext offers Yext Search Experience Cloud which enables businesses to disseminate their offline store information via more than 150 search engines, social networking services (SNS) and map apps across the globe. On the platform, users can update consumer data collected at various touchpoints all at once.

● "LINE Sales Promotion"

LINE Sales Promotion lets businesses readily run LINE-based campaigns and grasp consumer purchase behavior. The API helps businesses solve challenges they face in sales promotion activities, with a focus on offline store campaigns that involve manufacturers, retailers and end users.

* 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 169 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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