

# Press Release



December 10, 2020

transcosmos inc.

## **transcosmos employees with “LINE Ads Basic” and “LINE Ads Advanced” under the “LINE Green Badge” program now exceeds a total of 280**

### **A professional team with basic to advanced knowledge in LINE ads operations helps clients expand sales**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is proud to announce that under the “LINE Green Badge” certification program operated by LINE Corporation (Headquarters: Tokyo, Japan; CEO and President: Takeshi Idezawa), the number of employees with “LINE Ads Basic” and “LINE Ads Advanced” certification have exceeded 220 and 60, respectively. The company has already topped the 100-mark for “LINE Official Account Basic” certified members in September this year. With this achievement, transcosmos now has one of the largest teams of certified members among “Sales Partners” under the “LINE Biz Partner Program,” LINE’s partner program that certifies and awards sales and development partners of its enterprise services (as of December, 2020).



“LINE Green Badge” (Japanese only: <https://www.linebiz.com/jp/partner/line-green-badge/>) is one of LINE’s certification programs through which participants gain knowledge and operational skills about LINE’s services designed for business such as “LINE Official Account” and “LINE Ads,” and take certification exams.

There are four types of certifications under the “LINE Green Badge” program, and of those, “LINE Official Account Basic” is designed specifically to prove that those who are certified have an understanding of the basic specifications and features of LINE Official Account, as well as on actual operational methods. The “LINE Ads Basic,” one that transcosmos has earned this time, certifies that members who are granted with this certification have knowledge about basic specifications and features of LINE ads, as well as practical knowledge on programmatic ads. And the “LINE Ads Advanced” certifies people who are equipped with advanced knowledge with which they can come up with the right approach to operate ads that match clients’ intent, based on their understanding on basic specifications of LINE ads (Basic certification is prerequisite). Certified members are provided with a certification badge that shows that they have sufficient knowledge of LINE products.

transcosmos has been offering end-to-end LINE services from marketing activities that include attracting friends using LINE platform, to customer support at one-stop. Among other services, transcosmos has achieved numerous operational records and gained expertise particularly in LINE ads by assisting clients in their marketing initiatives.

In the fiscal year 2020, transcosmos has been encouraging members, primarily who have experience in implementing and operating LINE Official Accounts, to obtain “LINE Official Account” and “LINE Official Account Advanced (\*1)” certifications. As of September, 2020, the company’s employees with “LINE Official Account Basic” certification has topped 100 (\*2).

Simultaneously, transcosmos has also been driving its initiative to make its employees who have experience in operating LINE ads certified for “LINE Ads Basic” and “LINE Ads Advanced,” thereby gaining deeper understanding of various specifications and features of LINE.

Always keeping its abundant LINE ads operational knowledge up-to-date, transcosmos continues to help clients succeed with its effective operational services built on its proven experience, and marketing services powered by LINE platform.

(\*1) “LINE Official Account Advanced”: A certification granted to people who are equipped with advanced knowledge and ability to come up with the right approaches to operate LINE ads, and acquire customers in ways that meet clients’ intentions based on their understanding on basic specifications of LINE Official Account (Basic certification is prerequisite).

(\*2) Visit press release “transcosmos “LINE Account Basic” certified members now surpass 100” here (Japanese only) : <https://www.trans-cosmos.co.jp/company/news/200907.html>

\*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\*Other company names and product or service 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 168 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 to consumers 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

#### **Contact for Media Inquiries**

transcosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)