

GMO-PG Online Advertising Service Brings Recognition to GMO-PG as Main Agent for Twitter

Full-fledged deployments for Twitter Ads

GMO Payment Gateway, Inc. is pleased to announce that it has signed an agreement to serve as an agent for Twitter, Inc. and was recognized in mid-November as one of the main partner agencies for Twitter's advertising products, "Twitter Ads" (<https://biz.twitter.com/ja/products/agencies>).

In response to this recognition, as of December 1 (Tue) GMO-PG has started offering "Twitter Ads" as one of the GMO-PG Services to Support the Attraction of Customers.



【Overview】

In addition to offering payment processing services for credit cards and other various payment methods to 59,559 merchants (as of September 2015, GMO Payment Gateway Group) with a focus on online shops, as of October 2011 GMO-PG has also been making efforts to support merchant online shops in bringing in customers and boosting sales through its GMO-PG Online Advertising Service.

For Yahoo! Promotional Ads, services to serve as operating agent for listing ads and for Facebook ads, and Google Analytics analysis consulting, which are some of the services that GMO-PG handles in the GMO-PG Online Advertising Service, the company deploys and analyzes advertisements as it checks the actual sales of products, an advantage due to the fact that it is a payment agency. The service is currently enjoyed by more than 250 merchant companies. In addition to its measures to bring in customers and increase sales, GMO-PG also offers payment agent services with deferred payment, which allows customers to pay their advertising fees at a later date, helping to improve cash flow and work efficiency for merchants. GMO-PG has received approval from Twitter Inc. at this time as a main agent for Twitter Ads, receiving recognition for its overall activities, including sales activities and deployments to date of Twitter advertisements and its track record in the GMO-PG Online Advertising Service.

It is rare for a company other than an advertising agency to receive such approval, and GMO-PG is determined to continue to move forward in offering various services in the GMO-PG Online Advertising Service for proposals and operational duties for Twitter Ads and to support more merchants to bring in customers and boost sales.

【About Twitter Ads】

Twitter Ads is the general name for Promoted Accounts, Promoted Tweets, Promoted Trends, and products offered on Twitter, which currently has approximately 320 million active users throughout the world each month (as of end of September 2015). Based on user follower trends and responses to particular keywords, it enables users to display Tweets which match its objectives, making it possible to further boost engagements with Tweets and users by adding regions, devices, gender, and other targeting elements. In this way, companies, or those who wish to advertise, are able to post Tweets for specific users in real time and deliver precise information to people who they want to reach. Meanwhile, users can see Tweets that are a close match with their interests in a natural frequency and are also able to hide Tweets that do not interest them.

【About GMO Payment Gateway, Inc.】

GMO Payment Gateway offers online payment processing services for credit cards and other payment methods to 59,559 merchants (as of September 2015, GMO Payment Gateway Group), including operators of online shops and sellers of content on social media and smartphones; operators who collect recurring monthly payments, such as NHK and those who offer subscription purchases; and public organizations such as Japan Pension Service and the Tokyo Metropolitan Government. GMO-PG aims to enable both consumers and businesses to enjoy payment methods that are convenient and equipped with high levels of security and to serve as the infrastructure for payment processes in Japan. GMO-PG will promote initiatives for new innovation such as FinTech and contribute to improving the rates of e-commerce in Japan as a leading company in the payment industry.

【Related Links】

- GMO-PG Online Advertising Service URL:<http://www.gmo-pg.com/ad>
- GMO-PG URL:<http://corp.gmo-pg.com/en>

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