

Ve enters strategic partnership with Japanese digital marketing agency OPT, Inc.

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Today, publicly listed OPT, Inc. (<http://www.opt.ne.jp/en/>) entered into a strategic alliance with Ve (<http://www.veinteractive.com>) in order to deliver the VePlatform to its extensive Japanese client base. As an agency, Tokyo-based OPT, Inc. provides e-marketing services. This new alliance utilises the combined expertise and technologies of the two companies, resulting in increased online performance for OPT's clients and a faster market penetration across the Japanese market for Ve.

The VePlatform was a gold medal winner this year in the Stevie International Business Awards. Designed to address key areas of attrition on e-commerce sites, its suite of conversion apps is delivering impressive results to over 6,000 global clients and these include Vodafone and domestic Japanese brands like Club Tourism. The Apps housed on the VePlatform deliver bounce rate reduction, real-time engagement and re-engagement as well as digital advertising solutions. Ve provides these on a performance-only basis, charging only if it adds incremental business. To date it is raising client revenues as high as 40%. Ve currently tracks over GBP40M of attempted transactions per minute, 24/7 across every continent.

Said Noboru Hachimine, CEO, OPT, Inc: "We are delighted that this initiative will mean that Ve's best of breed technology solutions can now deliver increased value to our clients and enable them to stay at the forefront of the e-commerce technology curve."

British-founded Ve is headquartered in London and VeJapan is one of now 18 local offices around the world. Said Tomoki Ishiguro head of partnerships at VeJapan: "We are delighted to announce this collaboration. It will facilitate easy access to Ve technologies for OPT's clients and help them to drive higher online performances and significant revenue growth."

About OPT, Inc.

OPT, Inc. offers advertising agency services for online ads; support services, such as e-marketing support and analysis, creative, SEO, and site development; and SNS-related services, as well as operates comparison sites. The company is also engaged in providing measuring systems for online advertising effectiveness; database business; planning and developing social applications and mobile content; and system/site development based on Web and IT areas, HR development assistance, and education, as well as in e-commerce business. In addition, it offers data collection services; and invests in Internet related venture companies, etc. OPT, Inc. was founded in 1993 and is headquartered in Tokyo, Japan.

About Ve

Ve is a UK-founded technology company offering a platform to acquire, engage and convert customers at every stage of the e-commerce journey. Its suite of apps help online businesses reduce bounce rates, increase customer engagement, minimise website abandonment and convert browsers to buyers. Founded in 2009, Ve works across 19 languages and within 47 territories. Headquartered in London, the company has 18 offices worldwide.

Contact:

Kathy Heslop

Director of Communications
Ve Interactive
Tel: 020 3137 5730
email: kathy.heslop@veinteractive.com