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Press Release on August 16, 2024
ITbook Holdings Co., LTD.
Tokyo Stock Exchange Growth Market: Ticker code 1447

ITbook Holdings Co., LTD. has concluded business alliance partnership to promote DX in local governments, etc.

We hereby would like to inform you that ITbook Holdings Co. LTD. has agreed with PIALA INC. (Headquarters: Shibuya-ku, Tokyo, Representative Director: Takao Asuka, hereinafter referred to as “PIALA” (<https://www.piala.co.jp/en/>)), which conducts full-funnel direct marketing from recognition to user acquisition and fan conversion, to contribute to the promotion of regional growth through the promotion of DX for local governments and private companies active in the region, and entered into a business partnership agreement on August 16, 2024.



1. Background of the business alliance

In local areas, whether local governments or private companies, it is required to reconstruct a “research and development (planning) function” that generates ideas to change the current situation, and a “commercialization function” that reflects the results in the local economy and life. By combining the expertise necessary to solve social issues with technology and innovation, we are contributing to the creation of a cycle of regional revitalization and regeneration by providing focused support for these functions.

Specifically, we provide consulting related to solving various issues faced by local governments and private companies and promoting DX.

In collaboration with our company, PIALA will implement measures such as branding and awareness improvement of local governments, etc., and acquisition of users and customers in the field of online and offline digital marketing.

2. Future outlook

Through this business partnership, we will implement measures such as branding and awareness improvement of local government agencies and private companies, and acquisition of users and customers through utilizing the various consulting know-how that our company has cultivated and the marketing know-how that PIALA has cultivated. In particular, PIALA has improved advertising efficiency by adding spoken keywords to measures on SNS (SNSell*), and it has been highly effective in a project in Uenohara City. Consequently, SNSell is expected to play a major role in this business alliance. This approach will also contribute to the development of the local economy in terms of hometown tax donation program, migration to rural areas, and capturing inbound demand.

※SNSell Marketing: PIALA's unique marketing measures that increase sales by creating buzz through PR, word of mouth, and user utterances (words uttered)

【Inquiries regarding this press release】

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