



January 7, 2021


To whom it may concern:

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Representative:	Representative Director and CEO Yuta Tsuruoka (Code: 4477, Tokyo Stock Exchange Mothers)
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**"BASE" Starts Offering Extension Function "Instagram Ads App"**  
**Now You Can Distribute Instagram Ads Easily**  
**– 50% Cashback Campaign for Instagram Ads Cost Will Be Also Launched –**

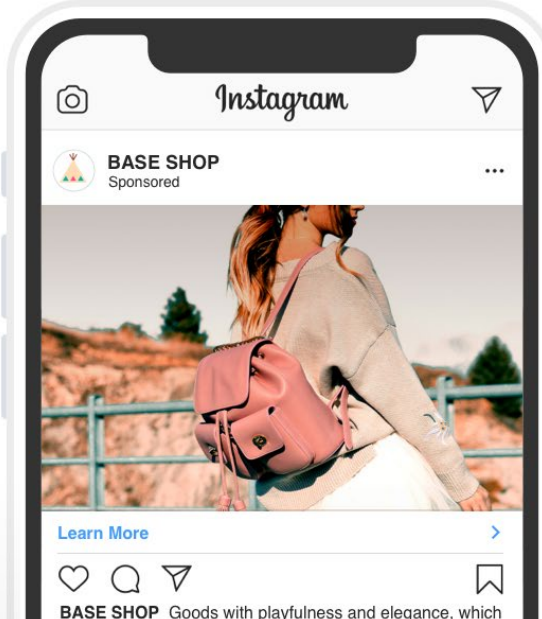
We are pleased to announce that "BASE," the online shop creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo, Representative Director and CEO: Yuta Tsuruoka), has here started offering of extension function "Instagram Ads App" on Thursday, January 7, 2021, in order to easily distribute ads to Instagram provided by Facebook, Inc. (Headquarters: Menlo Park, California, USA; Founder, Chairman and CEO: Mark Zuckerberg; hereinafter referred to as "Facebook").

In connection with this, we will launch a campaign offering 50% cashback on Instagram ads cost for BASE member stores who distribute Instagram ads using "Instagram Ads App."



## Instagram Ads

- ✓ Distribution to the interested users
- ✓ Minimal setup for beginners
- ✓ Easy reports measuring effectiveness



**<About Instagram ads>**

Instagram ads are the ads allowing to post photos or videos on Instagram Feed, Stories or Explore tab, which is provided by Facebook.

**■What is extension function "Instagram Ads App?"**

"Instagram Ads App" is the extension function offered for member stores of the online shop creation service "BASE." Using this function, "BASE" member stores can distribute merchandise sold on online shops or Instagram posts as Instagram ads easily.

In "Instagram Ads App," you can select from two types of distribution: "auto distribution" allowing to

distribute merchandise sold on the online shops as ads; and “distribution from Instagram posts” distributing Instagram posts that have been posted as ads.

Either type of distribution is possible to set ads budget from US\$1 per day, so you can use them according to marketing budget or campaign period of your shop.

Also, "BASE" member stores can distribute ads without trouble with the minimal setup steps, so it is easier for the member stores to expand merchandise recognition and promote sales through Instagram ads.

#### ■Outline of extension function “Instagram Ads App”

Launch date: Thursday, January 7, 2021

URL: <https://apps.thebase.in/detail/110>

Target: Member stores using "BASE"

#### <Features of extension function “Instagram Ads App”>

##### **1. Offer two types of distribution**

In “Instagram Ads App,” there are two types of distribution: “Omakase/auto distribution” allowing to distribute merchandise sold on the online shops as ads; and “distribution from Instagram posts” distributing Instagram posts that have been posted as ads, so “BASE” member stores can distribute ads by selecting either one of the distribution types.

##### **• Omakase/auto distribution**

You can select merchandise which you want to distribute as ads among from merchandise sold on your online shop or distribute all merchandise as ads.

In “Omakase/auto distribution,” ads are displayed to interested users among from user data acquired on Facebook or Instagram by Facebook, so you can reach potential customers.

##### **• Distribution from Instagram posts**

You can distribute Instagram posts that have been posted as ads. Since you can distribute posts which you want to disseminate as ads to more people, such as posts on merchandise introduction and event announcement, you can use your posts widely to increase recognition or attract customers.

##### **2. Distribute ads without trouble with minimal setup**

In distributing Instagram ads, detailed setup is usually necessary, such as the marketing purpose and ads cost control. But “BASE” member stores can distribute ads without trouble by setting only about 8 items using “Instagram Ads App.”

##### **3. Effectiveness can be measured with reports**

In addition to ads reports on the number of products purchased via ads and ads cost required until orders are placed, the number of ads viewed and the number of ads clicks can be checked with graphs, so you can measure effectiveness useful for future marketing measures.

## 2 types of distribution

広告の基本設定

配信タイプを選んで作成

広告画像は、テキスト要素の割合を20%以内に収める必要があります。



おまかせ配信

ショップの商品情報を同期させて、Facebookが適切な商品を選定したターゲットにむけて広告掲載できます

おまかせ配信で作成



Instagramの投稿から配信

すでにあるInstagramの投稿をそのまま広告として使って広告配信します

Instagramの投稿から配信で作成

## Minimal setup

広告の配信期間と予算を設定

配信開始日

2020/10/10

00 : 00

配信終了日

2020/10/10

00 : 00

予算を設定

☐ ¥ 1,000

☐ ¥ 5,000

☐ ¥ 10,000

☒ 金額を指定

## Measuring effectiveness



In addition, we will launch a campaign offering 50% cashback on Instagram ads cost for BASE member stores who distribute Instagram ads using "Instagram Ads App" in January 2021.

We will inform you the details on BASE U, the owned media offering tips of shop establishment and management.

BASE U: <https://baseu.jp>

“BASE” will strive to offer functions that support marketing activities for expanding recognition and promoting sales of member stores.

The end.