

February 10, 2025

To all members of the media

GMO UniteX Inc.

## **[World's first] TikTok in-app instant win function now available GMO UniteX launches "FanSpot byGMO for TikTok", an SNS campaigning tool**

**- Asahi Soft Drinks and Earth Corporation are the first to adopt the tool and campaign. -**

Within the GMO Internet Group, GMO UniteX Inc. (President and CEO: Yuichiro Inaba), a consolidated subsidiary of GMO Internet, Inc. (President and CEO: Tadashi Ito), which operates marketing support services utilizing SNS and video platforms, officially launched "FanSpot byGMO for TikTok" (<https://www.fanspot.jp/tiktok/>) on Monday, February 10, 2025. This is the world's first<sup>(※1)</sup> SNS campaign support tool equipped with an in-app "Instant Win Campaign" feature for TikTok, utilizing TikTok's Business Messaging API<sup>(※2)</sup>, as part of the "FanSpot byGMO" series.

The "Instant Win" feature allows users to instantly see whether they've won a prize upon participating in a campaign or event, making it highly responsive and effective in driving user engagement. With this tool, advertisers can implement new strategies on TikTok to increase video shares, grow followers, and boost overall engagement.



(※1) Confirmed by the TikTok API for Business team as the world's first solution to feature an in-app instant win campaign function within the TikTok app.

(※2) An application interface provided by TikTok that enables the development of applications and services allowing the sending and receiving of direct messages through external services.

【About 「FanSpot byGMO」】 (URL : <https://www.fanspot.jp/>)



“FanSpot byGMO” is a tool that enables advertisers to run campaigns such as receipt-based entries, quizzes, and social media post campaigns on platforms like TikTok, LINE, X (formerly Twitter), and Instagram. With just one click, participants can link their accounts and automatically create a personalized My Page.

Using this My Page functionality, advertisers can visualize campaign participation, manage user behavior data in one place, and analyze engagement. Based on participants’ activity data, advertisers can assign ranks or rewards to drive participation and nurture long-term fan engagement.

In this way, “FanSpot byGMO” allows advertisers to easily build mileage-based fan programs and continuously increase user engagement across social media platforms.

### 【Background of Providing 「FanSpot byGMO for TikTok」】

TikTok has gained widespread support among users around the world, particularly younger generations, as a short-form video sharing platform. With its high user engagement, more advertisers are utilizing TikTok for promotional purposes.

Instant-win campaigns, where users can immediately find out the result of a lottery after entering, tend to have high participation rates. However, traditional instant-win campaigns on TikTok were not integrated with TikTok's Business Messaging API. As a result, users had to check the lottery results on external websites, creating an inconvenient experience of navigating between the TikTok app and external sites.

To help advertisers attract more participants, a seamless and simple entry process was necessary. This led to the launch of this new service, which allows the entire campaign experience to be completed within the TikTok app.

At GMO UniteX, we have provided SNS marketing-focused support, including offering "FanSpot byGMO", managing social media accounts, and planning and operating campaigns. Due to the recognition of these achievements, we have successfully become the first in the world to integrate

TikTok’s Business Messaging API with "FanSpot byGMO for TikTok", making it possible to offer a fully in-app instant-win campaign on TikTok.

### **【What 「FanSpot byGMO for TikTok」 Can Do】**

"FanSpot byGMO for TikTok" offers a fully in-app instant-win campaign solution on TikTok with the following key features:

- Ability to set winners on a scale of hundreds of thousands
- Distribution of digital coupon codes usable on e-commerce sites and game apps, as well as product exchange coupons for convenience stores.
- Instant reward delivery to campaign participants.
- Efficient campaign management with features such as checking whether users follow the account and automatically sending DM results.
- Easy participation through simple user actions like commenting on videos, enabling advertisers to efficiently collect feedback on themes featured in the video through user comments With these features, TikTok instant-win campaigns serve as an effective way to immediately boost user engagement.

### **【Track Record】**

"FanSpot byGMO for TikTok" has been used in campaigns by companies such as Asahi Soft Drinks Co., Ltd. and Earth Corporation.

#### **■ Asahi Soft Drinks Co., Ltd.**

##### **(President and CEO: Taichi Yonejo, hereinafter “Asahi Soft Drinks”)**

In October 2024, Asahi Soft Drinks launched the “Win Instantly! Calpis® and Strawberry Condensed Milk Campaign” to commemorate the release of its new product, “Calpis® and Strawberry Condensed Milk.” During the campaign, the promotional video exceeded 4.73 million views, successfully highlighting the appeal of the new product to users.

#### **■ Earth Corporation**

##### **(President and CEO: Katsunori Kawabata, hereinafter “Earth Corporation”)**

In December 2024, Earth Corporation conducted the “Watch and Win! Bubbleun Series Giveaway Campaign” to boost awareness of its Bubbleun cleaning product line ahead of the year-end cleaning season. By utilizing video content on TikTok, the campaign naturally showcased product usage scenes and drew user interest, achieving over 2.2 million video views. In addition, even non-campaign videos surpassed 700,000 views, resulting in greater overall engagement for the account.

As a result of both campaigns, video views and followers on TikTok increased, contributing significantly to greater product awareness.

### **【Future Outlook】**

We will continue to focus on the development of solutions that leverage TikTok’s unique short-form video appeal—centered around the in-app instant-win functionality—to drive sales through e-commerce-oriented tools. Additionally, we will work on system updates, video performance

analysis, and integration with other initiatives to provide advertisers with the most effective SNS-based marketing solutions.

### **【About GMO UniteX Inc.】**

GMO UniteX Inc. is a consolidated subsidiary of GMO NIKKO Inc. (President and Executive Officer: Isamu Sakuma), a member of the GMO Internet Group engaged in comprehensive marketing support services. The company specializes in marketing support for brand-owning companies by utilizing TikTok and other social media platforms. Through strategy planning, campaign and sales promotion planning, creative production, and the development and provision of proprietary marketing solutions such as "FanSpot byGMO," GMO UniteX offers a wide range of solutions aimed at enhancing brand value and strengthening customer engagement.

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#### **【Press Inquiry】**

##### **GMO Internet, Inc.**

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TEL : +81-90-5313-9226

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##### **GMO NIKKO, Inc.**

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##### **GMO Internet Group, Inc.**

Kurata, PR Team,

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#### **【Service Inquiry】**

##### **GMO UniteX Inc.**

Solution Development Department

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#### **[GMO Internet, Inc.] (URL : <https://internet.gmo/>)**

Company Name	GMO Internet, Inc. (TSE Prime Market Securities Code: 4784)
Location	Cerulean Tower 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Tadashi Ito, President and CEO
Business	■ Internet Infrastructure Domain Registration and Sales (Registrar Business) Cloud and Rental Server (Hosting Business) Internet Connectivity (ISP Business)

	■ Internet Advertising and Media
Capital stock	500 million yen

**【GMO UniteX, Inc.】 (URL : <https://www.gmo-ux.com>)**

Company Name	GMO UniteX, Inc.
Location	SHIBUYA FUKURAS 9-16F 1-2-3, Dogenzaka, Shibuya-ku, Tokyo
Representative	Yuichiro Inaba, President and CEO
Business	Planning and execution of advertisements, campaigns, and PR initiatives via social media; strategies to increase brand awareness and drive purchases; development and provision of social media campaign tools; and influencer marketing support.
Capital stock	10 million yen

**【GMO NIKKO, Inc.】 (URL : <https://www.koukoku.jp/>)**

Company Name	GMO NIKKO, Inc.
Location	SHIBUYA FUKURAS 9-16F 1-2-3, Dogenzaka, Shibuya-ku, Tokyo
Representative	Yuu Sakuma, President and CEO
Business	■ Integrated Marketing Support ■ Digital Marketing ■ Ad Technology ■ Media ■ Partner Sales ■ Tools and Solutions ■ App Marketing

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