

SERVICE OVERVIEW

Paid Advertising (PPC).

Paid media for Japan — built, tested, and reported in the open.

We plan, build, and run paid campaigns on Meta, Google, TikTok, and LINE for the Japanese market. The senior bilingual people who set your strategy are the same people inside your ad accounts every week. Media spend is always billed transparently and separately from our management fee — you see exactly where your budget goes.

WHO THIS IS FOR

This is for foreign brands entering or growing in Japan, and for Japanese organizations reaching outward — teams that want paid media handled directly by the people doing the work, not passed down an agency chain. If you have ROAS, CAC, or lead goals (or need help defining them) and expect full visibility into how your budget performs, we'll work well together.

What's included.

01**Platform strategy**

A clear-eyed call on which of Meta, Google, TikTok, and LINE actually fit your goals in Japan — and which to skip for now.

02**Campaign builds**

Account structure, audiences, bidding, and budgets set up properly from day one, in ad accounts you own.

03

Japanese-market creative iteration

Ad copy and creative concepts written natively for Japanese audiences — not translated from your home-market ads — and tested in structured rounds.

04

Conversion tracking and measurement

Pixels, tags, and conversion events configured so decisions rest on real data, plus honest guidance on what the platforms can and can't tell you.

05

Ongoing optimization

Hands-on weekly management against your ROAS, CAC, or lead targets: budget shifts, bid adjustments, audience refinement, creative refreshes.

06

Transparent reporting

Plain-language reports that show what we changed, why, and what happened. You see what we see — no black boxes.

How we deliver.

1

Strategy and media plan

We define goals and targets with you, then map platforms, audiences, and budget allocation into a plan you can read in one sitting.

2

Build and launch

We set up tracking, structure the accounts, produce launch creative, and go live with a testing plan already in place.

3

Test and learn

Early weeks are for finding what works: creative angles, audiences, and messages compete, and the data decides.

4

Optimize against targets

Once signals are clear, we concentrate budget on what performs and keep refreshing creative to counter ad fatigue.

5

Report and re-plan

Regular reporting in plain language, plus periodic strategy reviews to adjust the plan as your business and the market move.

Deliverables.

- Media plan with platform and budget allocation
- Campaign builds in ad accounts you own
- Japanese ad copy and creative variants
- Conversion tracking setup and audit
- Structured creative and audience test plans
- Monthly performance report with plain-language commentary
- Optimization changelog of every meaningful account change
- Periodic strategy review and updated media plan

What we measure.

ROAS (return on ad spend)

CAC / cost per acquisition

Cost per lead

Conversion rate

Click-through rate by platform and creative

Spend pacing against plan

Pricing.

From ¥100,000/mo.

Management from ¥100,000/month or 15–20% of monthly ad spend, whichever is greater. Recommended media budget from ¥300,000/month.

Guideline pricing — your final quote is tailored to scope after a short discovery conversation over email. Media spend is always billed transparently and separately from management, with no markup.

How we start.

- 1 Discovery**
A short email exchange (or call, if you prefer) to understand goals, audience and scope.
- 2 Proposal & quote**
A tailored plan with a fixed quote — scope, timeline, deliverables and KPIs agreed up front.
- 3 Agreement**
The contract is signed electronically through our secure e-sign portal. No printing, no fax.
- 4 Kickoff & portal access**
You get access to your OJI client portal — tasks, progress, files, notes and deadlines, all in one place.
- 5 Delivery & reporting**
Work ships on the agreed rhythm, with transparent updates and plain-language reports against the KPIs we set.

Common questions.

How is media spend billed?

Separately and transparently, always. Ad platforms bill your spend directly to your accounts (or we pass it through at cost, itemized) — our management fee is the only charge from us. You can see every yen in the platform dashboards yourself.

Who owns the ad accounts and data?

You do. We build inside accounts registered to you, so the campaign history, audiences, and learnings stay with you regardless of who manages them later. No hostage situations.

What budget do we need to make this worthwhile?

We recommend a media budget from ¥300,000/month, with management from ¥100,000/month or 15–20% of spend, whichever is greater. Below that, campaigns gather data too slowly to optimize well — if your budget is smaller, tell us anyway and we'll say honestly whether paid media is the right next step.

Let's talk.

Email is fastest — tell us your goals and we'll reply within one business day.

ALEXD@OJIDIGITAL.COM