



## For it Inc.

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### Company Description

"Connect people through the Internet. Create new value to society." This is our vision. We are the IT company that has been developing day by day, with our members and our partners.

#### **AD network business**

We offer "afb," a proprietary affiliate marketing platform.

#### **Global Activities**

Building on our success fee-based advertisement platform experience in Japan, we now offer affiliate marketing platform services globally.

As a general advertising agency, we also provide a variety of support services tailored to each country and region.

#### **Influencer DX business**

"Influencer DX," a success fee-based matching service we have jointly developed with BitStar, Inc., connects influencers and advertisers.

Through the service, available exclusively from afb, advertisers can access about 4,000 influencers and ask them to launch promotional activities.

#### **CRO Services**

We offer HITOTSUNAGU CRO, a conversion rate optimization (maximization) service we have developed in-house, to clients across a broad range of industries including merchandising, recruitment, beauty salons and goods as well as finance.

#### **Website M&A Services**

We offer matching services to both individuals and companies for buying and selling a variety of websites including EC sites, affiliate marketing sites, blogs, etc.

#### **Outdoor Tech business**

With the mission of "contributing to society by revitalizing local communities through outdoor activities," we provide outdoor activities information and campsite reservation services to connect outdoor activities lovers in Japan and overseas with local communities mainly through the Internet.

## Company Details

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#### **Head Office**

Japan

#### **Main Business**

パフォーマンステクノロジーネットワーク事業、インターネット広告代理店事業、メディア事業、アプリプロモーション・開発事業、グローバルマーケティング事業、CRO事業、サイトM&A事業

#### **President**

吉澤 竹晴

#### **Established**

2010年4月1日

#### **Capital**

10,000,000円

#### **Number of Employees**

101 - 500

#### **URL**

<http://www.for-it.co.jp/>

## Offices

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#### **Main Office**

E. Space Tower 9F

