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## MarketShare Named one of the Fastest Growing Companies in North America on Deloitte's 2015 Technology Fast 500™

Nov 13, 2015



### Third Straight Year for Prestigious Recognition of Growth

MarketShare has been named to the [Deloitte Fast 500](#) ranking of the fastest growing technology, media, telecommunications, life sciences and energy tech companies in North America. MarketShare was a Deloitte Fast 500 listed company in 2013 and 2014 as well.

Technology Fast 500 award winners are selected based on percentage fiscal year revenue growth from 2011 to 2014.

MarketShare stands at the forefront of an explosively growing industry. The company guides tens of billions of marketing dollars worldwide, and serves critical marketing functions at 26 Fortune 500 brands. It provides analytics for the entire organization, from [macro-level resource allocation](#) down to [tactical attribution](#).

As big data gains prominence in the marketing suite and CMOs [face increased pressure to prove value](#), brands

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continue to increase demand for outstanding marketing analytics. According to the most recent [CMO Survey](#) from the Duke University Fuqua School of Business and others, marketing analytics spend is slated to rise 83% over the next three years. VentureBeat Research [predicts that](#), for big market cap B2C companies, three-year investment growth will be “closer to a 100 percent increase.”

To learn more about the Deloitte Fast 500 ranking, visit [the Deloitte Fast500 website](#).

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### **About MarketShare**

MarketShare helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing’s impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally. To learn more about MarketShare, visit [www.marketshare.com](http://www.marketshare.com).

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