
MarketShare DecisionCloud Named Best Predictive Marketing Platform in 2015 Digiday Signal Awards

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Marketing tech prize winners selected from 85 finalists including IBM, Microsoft, Oracle, Salesforce.com, and others.

Los Angeles - The Digiday Signal Awards — the Digiday awards program established to recognize and honor the technology companies setting the standards in an ever-changing marketing industry — has named [MarketShare DecisionCloud\(TM\)](#) the Best Predictive Marketing Platform for 2015.

The Signal Award winners across multiple categories were selected from 85 finalists in all, including a wide range of leading blue chip technology providers such as IBM, Microsoft, Oracle, Salesforce.com and others.

In addition to taking top honors in the Predictive Marketing Platform category, MarketShare DecisionCloud was also [named a finalist](#) in three additional Signal Award categories: 1) Attribution Solutions; 2) Cloud Platforms; and 3) Marketing Automation Platforms & Modeling Solutions.

The Awards were presented at a special reception on September 24th in New York City.

MarketShare DecisionCloud is MarketShare's advanced marketing analytics platform of software applications that deliver a complete, holistic analysis of all marketing activities. It guides key marketing decisions for many of the world's biggest brands including Ford, Hilton, Neiman Marcus, and Williams-Sonoma.

To learn more about MarketShare DecisionCloud, visit MarketShare.com/products.

To learn more about the Digiday Signal Awards winners, read the [Digiday Signal winners' announcement](#).

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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.

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