
Gartner Names MarketShare a Visionary in 2015 Magic Quadrant for Digital Marketing Analytics

Sep 21, 2015

Los Angeles – MarketShare – the global leader in advanced marketing analytics technology – has been named a Visionary in the Gartner 2015 Magic Quadrant for Digital Marketing Analytics. MarketShare was one of 12 companies that Gartner evaluated in the first Magic Quadrant for this important new marketing analytics technology category.

Gartner evaluated [MarketShare DecisionCloud™](#), a unified platform of applications for resource allocation, multi-channel attribution, TV attribution and others.

With access to cloud-based MarketShare DecisionCloud applications, organizations around the world are able to measure, predict and dramatically improve their marketing results. Capabilities include resource allocation and optimization, multi-touch attribution, planning, budgeting, predictive outcomes, what-if scenarios, programmatic integration, support for brands' new product launches, and mobile and social measurement, among others.

“We believe this recognition from Gartner further enhances our reputation as the company that’s changing the marketing analytics game,” says Wes Nichols, Co-founder and CEO, MarketShare. “We have the only unified SaaS solution of omnichannel analytics and marketing intelligence for all levels of decision making. And we’re the only platform included in Forrester Wave™ reports for both cross-channel attribution (2014) and marketing mix modeling (2013) as well as the Gartner Magic Quadrant for Digital Marketing Analytics.”

According to Gartner, “digital marketing analytics platforms are specialized analytic applications used to understand and improve digital channel user experience, prospect and customer acquisition and behavior, and to optimize marketing and advertising campaigns, with an emphasis on digital channels and techniques. They are stand-alone, end-to-end platforms, performing functions from data collection through analysis and visualization.”

Companies selected for this Magic Quadrant are required to have both a completeness of vision and ability to execute.

The Gartner Magic Quadrant for Digital Marketing Analytics, written by Martin Kihn, Adam Sarner, Andrew Frank, Kirsten Newbold-Knipp and Christi Eubanks, was published September 17, 2015.

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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. For further details on MarketShare's ever-growing list of world class partnerships for distribution, knowledge integration and execution, visit www.marketshare.com/company/partners.

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