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# MarketShare Buys Analytics Company DataSong; Unveils First Unified Analytics Technology Platform for Enterprise Marketers

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*Latest moves extend the company's global leadership in marketing analytics software*

LOS ANGELES, April 1, 2015 – MarketShare, the global leader in advanced marketing analytics software for enterprise, today announced it has purchased [DataSong](#), a San Francisco-based analytics technology company with deep retail sector expertise in multi-channel attribution and customer targeting. The acquisition of privately-held DataSong further bolsters MarketShare's role as the industry leader with the only unified SaaS solution offering enterprise marketers complete cross-channel analytics capabilities in one place.

In concert with the DataSong purchase, MarketShare also unveiled its new [MarketShare DecisionCloud™](#) (MDC) software platform – a marketing analytics control center that unifies, simplifies and automates the decision-making process, from planning to customer-level execution. DataSong's unique technology and capabilities will be integrated with MarketShare DecisionCloud, ensuring that clients benefit from the most advanced marketing analytics science and technology available. This includes best-of-breed optimization, [multi-channel attribution](#), scenario planning, advanced targeting and customer-centric capabilities.

"This acquisition is a game-changing move for the marketplace and makes perfect sense," says Jon Vein, Co-Founder and CEO of MarketShare. "For marketers, the future is about engaging with customers on a one-to-one basis. Adding DataSong's technology and expertise in this area to MarketShare's category-leading platform takes actionable analytics to a whole new level for our clients worldwide."

The DataSong purchase expands MarketShare's already broad retail sector footprint across the globe, as well as its rapidly growing talent roster. DataSong's 50 employees will join the MarketShare team, adding to the combined company's global workforce in nine offices worldwide.

"MarketShare is unifying several key marketing analytics technologies in a single platform," says John Wallace, CEO of DataSong. "With our combined capabilities, simultaneously analyzing customer behavior and the marketing spent on them can be done more accurately than ever before. Together we enable advertisers to create more meaningful customer engagement."

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MarketShare DecisionCloud – which includes a series of connected "decision apps" – is already deployed in multiple countries globally by many of the world's biggest brands and most sophisticated marketers. Users are tapping the platform's predictive analytics power in sectors such as retail, insurance, automotive, financial services, travel & leisure, technology, entertainment and many others.

"Combined with MarketShare's latest product enhancements, scientific leadership and outside partnerships, this deal is a huge win for CMOs seeking complete, interconnected analytics capabilities in one place," says Iván Markman, COO of MarketShare. "DataSong has long been an innovator in the industry. Integrating the best of their products and technologies with MarketShare DecisionCloud creates a product suite that far outdistances anything else in the marketplace."

In addition to acquiring DataSong and launching its new MDC platform, MarketShare is aggressively building its portfolio of strategic partnerships, linking up with major industry players such as Acxiom, J.D. Power, Twitter, Salesforce, Turner, SAP, Google, Amazon Web Services, LiveRamp and many others. These partnerships with media companies, Big Data providers and technology firms help MarketShare provide its clients with actionable insight across the entire customer journey—including all online and offline channels as well as non-marketing factors that influence sales.

As part of the acquisition, John Wallace, DataSong's CEO, will become MarketShare's Chief Growth Officer. He will focus on capitalizing extensive opportunities in its digital business, strategic partnerships, and new business ventures. John's extensive digital, retail, product and entrepreneurial experience, as well as his industry network, will help accelerate the combined business.

Mike DeVries, DataSong's President, will become MarketShare's Head of Business Management. He will focus on accelerating MarketShare's go to market operations and will support effective integration of MarketShare and DataSong customers and teams. Mike's extensive CEO, COO and CMO experience in several analytics technology and software businesses will help accelerate key initiatives.

Other members of the DataSong team will assume key operational, technology and business development roles in the combined organization.

No financial details or other terms of the acquisition are being released.

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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 visit [MarketShare.com](http://MarketShare.com).

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