
MarketShare CEO to Present at 2015 International CES

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Los Angeles, CA, January 2, 2015 – Wes Nichols, Co-founder and CEO of [MarketShare](#), will speak at the 2015 International CES taking place in Las Vegas, Nevada January 6 - 9. Nichols will discuss the latest innovations in advanced analytics technology that are helping Chief Marketing Officers at Global 1000 companies measure, predict and dramatically improve marketing's impact on revenue.

Nichols – whose cover story for Harvard Business Review on "Advertising 2.0" brought widespread attention to this emerging technology – will speak on Monday, January 5 at 2:15 PM as part of the "Digital Hollywood" track.

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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. Visit www.marketshare.com.

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