MarketShare Named one of the Fastest Growing Companies in North America on Deloitte's 2014 Technology Fast 500™

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Attributes 491 percent revenue growth to its disruptive analytics technology that improves marketing effectiveness for major brands

Los Angeles, November 13, 2014 — MarketShare, an advanced marketing analytics technology company, has been named to Deloitte's Technology Fast 500™, a ranking of the 500 fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. MarketShare grew revenues 491 percent from 2009 to 2013, the period covered, and is ranked for the second year in a row.

Jon Vein, Co-Founder & CEO, credits MarketShare's rapid growth to its position as the leading global company in advanced "Big Data" marketing analytics technology. "Our MarketShare Decision Cloud platform helps major global brands make critical decisions on where to spend tens of billions of marketing dollars more effectively," says Vein. "We are the first company in the marketing analytics industry to deliver a truly holistic system that marketers can use to measure, predict and improve marketing performance in both the online and offline worlds. MarketShare is honored that Deloitte has included us in such a notable list of disruptors and innovators."

Vein particularly notes the growing demand for a unified system that combines best-of-breed marketing mix optimization (determining the optimal allotment of marketing budget for each media outlet—like network TV, social media, or mobile advertising) with the precise attribution tools that determine, within each of those marketing outlets, which particular ad placements will best drive revenue.

"The companies ranked on the 2014 Deloitte Technology Fast 500 continue to set the bar for their industry higher each year," said Eric Openshaw, vice chairman, Deloitte LLP and U.S. technology, media and telecommunications leader. "There are so many exciting products and smart thought leaders driving this list. We congratulate the Fast 500 companies and look forward to seeing them continue their momentum into 2015."

"For 20 years, the Deloitte Fast 500 rankings have honored the innovation that is part of these companies' DNA," added Jim Atwell, national managing partner of the emerging growth company practice, Deloitte & Touche LLP. "We're glad to be serving these high-growth companies, and helping the technology sector recognize the great strides and transformation these companies are making in their respective areas."

About Deloitte's 2014 Technology Fast 500™

Technology Fast 500, conducted by Deloitte LLP, provides a ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies – both public and private – in North America. Technology Fast 500 award winners are selected based on percentage fiscal year revenue growth from 2009 to 2013.

In order to be eligible for Technology Fast 500 recognition, companies must own proprietary intellectual property or technology that is sold to customers in products that contribute to a majority of the company's operating revenues. Companies must have base-year operating revenues of at least $50,000 USD or CD, and current-year operating revenues of at least $5 million USD or CD. Additionally, companies must be in business for a minimum of five years and be headquartered within North America.

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.

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