

---

## C Spire Named Winner of 2014 Marketing Analytics Leadership Award

Oct 16, 2014

*Analytics increased effectiveness of customer retention campaigns by 50%, drove millions of dollars in incremental margin*

**NEW YORK – October 17, 2014** – The [ANA \(Association of National Advertisers\)](#) is pleased to announce that wireless service provider **C Spire** has won the [2014 Marketing Analytics Leadership Award](#) — a \$100,000 competition that spotlights companies leading the way in using analytics to improve marketing results and accelerate growth. Runners-up are business communications services provider **Citrix** and global semiconductor manufacturer **Intel**. As winner, C Spire will receive \$50,000 for the company's charities of choice, the American Heart Association and Operation Shoestring. **Citrix** and **Intel** will each receive \$25,000 for charity, Girls Who Code and UNICEF respectively.

Examples of C Spire's excellence in analytics included:

- Increasing the effectiveness of customer retention campaigns by 50%
- Driving upsell campaigns that delivered the equivalent of an additional 3% of sales, with no additional distribution costs or employees
- Driving millions of dollars in incremental margin annually
  - Roger Adams, CMO, USAA
  - Beth Comstock, CMO and SVP, GE
  - Gayle Fuguitt, CEO & President, ARF
  - Jim Garrity, Founder and CEO, BridgeTwoWorlds, LCC and former CMO Wachovia
  - Kevin Lane Keller, Executive Director of MSI and E.B. Osborn Professor of Marketing, Dartmouth's Tuck School of Business
  - Gary L. Lilien, Distinguished Research Professor of Management Science, Penn State's Smeal College of Business
  - Tony Pace, CMO, Subway

“Using next-generation analytics has never been more important for companies to drive better business performance,” said Wes Nichols, CEO of MarketShare, presenter of the award. “C Spire displayed a highly impressive level of analytical rigor and innovation, which it used to drive outstanding results for the enterprise. The other finalists, Citrix and Intel, also demonstrated exceptional results in this highly

---

competitive and respected industry awards program.”

Entrants were evaluated by an independent panel of current and former CMOs, top academics and industry leaders. The judges narrowed the pool to three finalists—Citrix, C Spire, and Intel—which they deemed exceptional in areas such as innovative approaches being taken, scientific rigor being applied, and demonstrated impact on the business. C Spire was named winner through a combination of judges’ decision (80% consideration) and open ballot for brand marketers at the ANA’s 2014 Masters of Marketing Annual Conference (20% consideration).

“As marketing organizations look to bring insightful measurement to every facet of their operations and strategy, all three finalists stood out as companies leading the way,” said Bob Liodice, President and CEO of the ANA. “Congratulations to C Spire, and to Citrix and Intel, for their outstanding analytics work.”

Justin Croft, Manager, Brand Platforms & Analytics, C Spire, added: “As analytics takes center stage in marketing, we’re thrilled that our program was selected as a prime example of the new scientific focus within the marketing org. It’s a tremendous honor and we’d like to thank the judges and ANA voters.”

The 2014 MALA judges are:

The award was established in 2013 by the ANA. It is offered in affiliation with The Advertising Research Foundation (ARF) and Marketing Science Institute (MSI), and is presented by leading analytics technology company MarketShare. Advertising Age and Warc are media partners.

###

## **About the ANA**

The ANA (Association of National Advertisers) provides leadership that advances marketing excellence and shapes the future of the industry. Founded in 1910, ANA’s membership includes nearly 630 companies with 10,000 brands that collectively spend over \$250 billion in marketing and advertising. The ANA pursues “collaborative mastery” that advances the interests of marketers and promotes and protects the well-being of the

---

marketing community. For more information, visit [www.ana.net](http://www.ana.net), follow us on [Twitter](#), or join us on [Facebook](#).

### **About the Advertising Research Foundation (ARF)**

Founded in 1936 by the Association of National Advertisers and the American Association of Advertising Agencies, the ARF is dedicated to aggregating, creating and distributing research-based knowledge that will help members make better advertising decisions. ARF members include more than 400 advertisers, advertising agencies, associations, research firms, and media companies. The ARF is the only organization that brings all members of the industry to the same table for strategic collaboration. The ARF celebrates more than 75 years as the industry's authoritative source of advertising knowledge.

### **About the Marketing Science Institute (MSI)**

Founded in 1961, the Marketing Science Institute is a nonprofit, membership-based organization dedicated to bridging the gap between marketing science theory and business practice. With approximately 70 corporate members and a global network of academics, MSI provides a forum for the exchange of ideas and practices that foster marketing innovation.

### **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.

### **Media Contacts:**

**For ANA:**

Duke Fanelli

(212) 455-8030

dfanelli@ana.net

**For MarketShare:**

Daniel Kehrer

(310) 721-2330

dkehrer@marketshare.com