

# MarketShare Named One of LA's 10 Hottest Start-ups by Inc.

Jul 21, 2013

MarketShare was recently named one of "LA's 10 Hottest Start-ups" by Inc.

After closing our most recent funding round of \$38 million, we're looking to push the marketing industry forward.

Congratulations to all the team members who have worked hard to make our company a leader in the marketing analytics space!

**Inc.**

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## L.A.'s 10 Hottest Start-ups

7 of 11

**MarketShare**

In 2005, Wes Nichols and Jon Vein founded the analytics company to arm marketers with much-needed data. (MarketShare recently completed an in-depth analysis of the efficacy of video and mobile ads. [Check it out here](#).) The company has raised over \$41 million, most recently with a \$38 million round in April.

"The writing is on the wall: Marketing is rapidly becoming a war of knowledge, insight, and asymmetric advantage gained through analytics 2.0. Companies that don't adopt next-generation analytics will be overtaken by those that do," Nichols wrote in the [Harvard Business Review](#).

**MarketShare**

A leader in the marketing analytics space for 2 years running.

"For the second time MarketShare earns its position as a Leader, specifically for its innovative approach to marketing mix and deep analytical capabilities."

[Read their company report](#)

**Insight**

- June 18, 2013 - Analytics: the next generation [via Research Live]

**News & Press**

- May 21, 2013 - New Independent Research Report Names Leaders in Marketing Mix Modeling
- May 14, 2013 - Webinar to Reveal First Look

**Events**

- JULY 16, 2013 - Wes Nichols at Destination Marketing Conference
- MAY 23, 2013 - Heath Podvesker @ Interact Barcelona 2013

SCREENGRAB VIA MARKETSHARE