

MarketShare, [x+1] Partner to Connect Cross-Marketing Analytics with Digital Targeting and Optimization

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As part of the agreement, [x+1] will offer its clients MarketShare's cross-marketing analytics to make smarter investment decisions across the entire marketing mix of traditional, digital, social and experiential media. In turn, MarketShare will offer its clients [x+1]'s leading online targeting platform to optimize their marketing across multiple digital touchpoints.

"Clients are spending a significant portion of their budget on digital media, yet there is still a gap in terms of understanding how digital interacts with others elements in the marketing mix," said John Nardone, Chairman and CEO of [x+1]. "That insight is key to improving media allocation across the entire marketing spectrum, which is why our partnership with MarketShare is a win-win for clients of both companies. Marketers will get richer, actionable knowledge that will drive more effective spend decisions, conversions and increased mindshare."

"MarketShare's innovative cross-marketing analytics engine, combined with [x+1]'s rich targeting and performance information, will make our models more granular so we can offer our shared clients an unmatched predictive solution that makes online and offline investments more complementary and creates a natural multiplier effect," said Jon Vein, co-founder and CEO, MarketShare. "This joint solution marks a key milestone in connecting strategic planning with media execution."

Vein will address those cross-media issues as a featured speaker at NextTargeting Summit 2011 hosted by [x+1] on April 7 in New York City.