
Ogilvy & Mather Worldwide partners with MarketShare Partners, deploying Compass for its Clients

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“Increasing the accountability and effectiveness of our clients’ marketing efforts is one of our top priorities. This involves developing a deep understanding of our clients’ business drivers and marketing’s impact on them,” said Dimitri Maex, head of Ogilvy & Mather’s global data and analytics practice. “We believe MSP is a true thought leader in this area and we found their expertise to be very complementary to the capabilities of our own analytics team. With the MSP partnership, we will be able to provide our clients with an objective way to allocate their marketing budgets across geographies, segments, marketing tasks and media. MSP brings together the depth and breath of experience that we believe will make this partnership a competitive differentiator for our clients.”

MSP and Ogilvy have jointly developed a service offering that will help clients decide how much and where to invest both their on and offline marketing dollars, connecting these recommendations to tangible business results. The partnership combines MSP’s Compass tool and superior econometric modeling capabilities with Ogilvy’s analytics, strategic brand consultancy and media expertise to create a tiered service offering. This will include a range of services from directional quick turnaround budget optimization recommendations to full scale highly tailored marketing effectiveness audits.

“Our partnership with Ogilvy will marry MSP’s objective, leading-edge marketing science capabilities with Ogilvy’s deep understanding of how brands impact businesses,” said Wes Nichols, co-founder and CEO, MarketShare Partners. “We believe this will create a compelling offering to Ogilvy’s clients to help them reach their business objectives.”