

## **ABC COMPANY NAMED A “COOL VENDOR” BY GARTNER**

### *Leading Analyst Firm Selects Innovative Companies in the Digital Commerce Market*

CITY, STATE – DATE: ABC Company, the cloud-based predictive marketing company, today announced that it has been named a “Cool Vendor” based on the April 30, 2014 report titled, “Cool Vendors in Digital Commerce, 2014” by Allen Wiener and Martin Kihn at Gartner, Inc. The report evaluates interesting, new and innovative vendors, products and services in the digital commerce market that enable marketers and agencies to be more competitive. Gartner’s report points out, “Customer centricity pushes digital marketers to focus on delivering personalized commerce experiences to entice buyers.” The report also provides recommendations for digital marketers to take their strategies forward including the following:

- Digital marketers with constrained budgets or seeking quick market entry for new products should consider a hosted delivery ecosystem.
- Users of email and search marketing should consider improving the performance of their customer touchpoints through the use of advanced clustering, predictive analytics and recommendation engines.

“It is a unique honor to be named a Gartner ‘Cool Vendor,’” said John Doe, founder and CEO of ABC Company. “Hands down, predictive marketing is the best way for digital commerce marketers to deliver a highly personalized customer experience. Watching our customers bring back more first-time buyers, retain more customers, increase margins and grow overall revenue with ABC Company is extremely rewarding. We believe this designation validates our commitment to deliver upon our mission of putting meaningful data in the hands of everyday marketers so they can engage with buyers more effectively.”

The information provided in the report is of value to all digital commerce professionals who are seeking new ways to transform their digital commerce tactics.

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#### **About ABC Company**

ABC Company is a cloud-based predictive marketing platform. It is used by brands including BRAND 1, BRAND 2, BRAND 3 and BRAND 4. ABC Company helps marketers connect with the individual in every customer. ABC Company prescribes exactly the right marketing offer, makes each relationship more profitable, and simplifies the science of marketing. Based on a data-scientist approach, ABC Product makes big customer data clean and smart. Then, ABC Company

recommends what immediate actions to take to increase revenue. ABC Company is based in City, State. The company has been featured in well-respected publications and news programs including CNN, NPR's Marketplace, Forbes, Internet Retailer, Analytics.com and DMarketing.com. For more information, please visit <http://www.abccompany.com>.

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- See more at: <http://www.abccompany.com/blog/abccompany-named-a-cool-vendor-by-gartner/news>