

ABC Company Listed as “Representative Vendor” in Recent Gartner Market Guide Report

Company Provides Marketing Analytics Performance Intelligence That Improves an Organization's Ability to Optimize and Integrate Mobile Advertising Solutions

CITY, STATE – DATE: ABC Company, the market leader in continuous, real-time web analytics software announced today that it was mentioned as a representative vendor in Gartner’s Market Guide for Mobile Marketing Analytics⁽¹⁾. Gartner identified ABC Company as a representative vendor for all three analytics, marketing and advertising offerings profiled in this research.

According to Gartner, “Digital marketers continue to ramp up mobile marketing to match the growth in mobile usage and devices. Efforts to apply analytics to campaign performance and to user behavior on mobile websites, apps and tablets continue to lag. Marketers demand better analytical tools. Consequently, providers invest heavily to improve their mobile offerings, startups inject new ideas, and a number of credible options exist for mobile marketers who want to rev up their analytics.”

Integration with ABC Media Wave optimizes value with data management, collaboration tools, single sign-on, tag management, and seamless segment sharing to make customers more successful. Two new features in Media Wave are available immediately and include:

- **Real-Time Campaign Management:** A fully redesigned user interface advances the user experience by making it easier to set-up, adjust, monitor, and optimize campaigns across channels in real time. New tools to forecast performance when budgets and goals change give marketers full flexibility and help ensure that the right message reaches the right audience at the right time.
- **Retail Advertising Optimization:** By integrating feed and campaign management, retail campaigns can now be simplified at scale. Google Shopping campaigns and creative assets for display advertising can be managed from a single, optimized feed. Additionally, the streamlined feed and reporting structure offers accurate attribution to drive increased revenue.

“We believe our inclusion as a representative vendor in the Gartner Market Guide validates why the world’s best-known brands and leading marketers rely on ABC Company, the core of ABC Media Wave, to drive their digital marketing,” said John Doe, vice president, ABC Analytics. “Our relentless pace of innovation is extending ABC’s lead in enterprise analytics and empowering our global customers with the tools and capabilities required to take immediate action on their data.”

ABC Company's latest innovations increase performance by up to 25 percent through new, predictive modeling algorithms that accurately forecast and optimize campaigns across search, social and display channels. The completely redesigned user interface maximizes marketer

efficiency through simplified campaign management, innovative data visualizations, and controls that implement campaign adjustments within seconds.

⁽¹⁾ Gartner, Inc. "Market Guide for Mobile Marketing Analytics" by Mike McGuire, Martin Kihn, May 14, 2014.

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About ABC Company Technologies

ABC Company is the award-winning analytics solution software provider. It includes a complete set of analytics, social, advertising, targeting, Web and app experience management and cross-channel campaign management solutions as well as core services and mobile capabilities that bring together everything marketers need to know about their campaigns. So marketers can get from data to insights to action, faster and smarter than ever. ABC Company is changing the world through digital experiences. For more information, visit www.abccompany.com.

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