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Gartner Market Guide Press Release Example

ABC Company listed as a Representative Vendor in Gartner Market Guide

ABC Company believes it provides marketing analytics performance intelligence that improves an organization's ability to optimize and integrate mobile advertising solutions

STAMFORD, CT – 1 November 2018: 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, "Marketing leaders need deeper insight into mobile usage to push their multichannel strategies to the next level. Use this Market Guide to identify a mobile marketing analytics provider that can add data-driven fuel to your engagement, attribution and advertising strategies."

Integration with ABC Solution optimizes value with data management, collaboration tools, single sign-on, tag management, and seamless segment sharing to make customers more successful.

Two new features of the ABC Solution 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. 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 this Gartner Market Guide validates why the world's best-known brands and leading marketers rely on ABC Company 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.

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¹ Gartner, "Market Guide for Mobile Marketing Analytics," Mike McGuire, Lizzy Foo Kune, January 17, 2017.

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About ABC Company

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 crosschannel 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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