

## MarketShare Named “Cool Vendor in Media, 2011” by Leading Analyst Firm

*Leading industry analyst firm identifies cross-media analytics company in “Cool Vendors in Media, 2011” report*

Los Angeles, California (May 4, 2011) - MarketShare, the leading cross-media analytics company that enables global marketers to optimize their marketing resource allocations, today announced that the company has been recognized by Gartner in its “Cool Vendors in Media, 2011” by Mike McGuire, Andrew Frank and Allen Weiner on April 8, 2011. Gartner’s report states that “each of this year’s ‘Cool Vendors’ exemplifies the business importance of managing, monetizing, accounting and tracking media assets across the Internet – a topic that is often hard to pick out in the confusion generated by a seemingly endless parade of content consumption devices and services.”

According to the report, “CIOs, business development personnel at all media companies and advertisers need to synchronize efforts to ensure that their company’s back office is ready to build up and maintain massive sets of disparate data that will flow back to their systems in the form of sales information, license fees, licensing agreements, end-user behavior data, social-media – and social-network-derived data that will be generated as media content consumption, and business opportunities, spread across multiple platforms and networks.”

“In this year’s Cool Vendors in media, we examine four companies that are at the forefront of some of the more vexing challenges facing media companies: monetization, tracking content assets and audience engagement across multiple platforms and networks, and how to reimagine new and compelling content experiences by linking two media formats — print and video,” wrote Andrew Frank et al in the Gartner report.

“Simple media mix, attribution and panel research are not enough in the increasingly quantitative, results-driven and complex world of marketing,” stated Peter Kellis, Chief Products Officer of MarketShare. “We’re building and deploying analytics and software solutions to help companies navigate this complexity in a very disciplined, scientific way. It is an honor to be cited as one of Gartner’s cool media vendors, and we’d like to recognize our terrific clients as well as our amazing team for making such innovation possible.”

“It’s a great feat to be recognized by such a renowned analyst group as Gartner. We believe this honor emphasizes MarketShare as being not just a contender, but the respected innovator in the field of marketing optimization and cross-media measurement,” said Wes Nichols, co-Founder and CEO of MarketShare. “Our analytics and offerings are right on the cusp of becoming an absolute necessity for marketers.”

MarketShare shows marketers where and how to drive demand across all media, sales, price and distribution decision points based on predictive analytic models and its proprietary MarketShare Optimizer™ software platform. The company also has a robust platform being deployed by marketing agencies that provides advanced planning, budgeting and allocation decisions. The tool, MarketShare Planner™, is driving advanced insights into cross-media and cross-channel attribution.

#### **About Gartner's Cool Vendors Selection Process**

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed and implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose. Gartner defined a cool vendor as a company that offers technologies or solutions that are: innovative, enable users to do things they couldn't do before; impactful, have, or will have, business impact (not just technology for the sake of technology); intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

#### **About MarketShare:**

MarketShare is an analytics company that enables businesses to grow efficiently by uncovering which actions really drive results. Founded in 2005, MarketShare has a track record of ground-breaking innovations in data, modeling and software and has worked with over half of the Fortune 50. MarketShare's platform provides a combination of technology, data, modeling and business intelligence solutions that lead to improved decision-making, attribution and optimization for businesses. The company is headquartered in Los Angeles, California with sales and engineering offices in San Francisco, New York, London, Tokyo and Bangalore. For more information, please go to: [www.marketshare.com](http://www.marketshare.com); follow us on twitter [@marketshareco](https://twitter.com/marketshareco).

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