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Clario Analytics Announces Fall Webinar Series for Multi-Channel Marketers

Four New Webinars will Share Best Practices and Analytical Insights

Eden Prairie, MN, October 17, 2011— Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced a Fall Webinar Series that feature topics that are designed to accelerate marketers understanding of key marketing analytics techniques.

“In this series we are tackling some of the biggest challenges facing marketer’s today —from multi-channel revenue attribution to email engagement modeling and optimization,” said Matt Redlon, Clario Analytics CEO and co-founder. “The webinars are led by our senior leadership team, all veteran marketing strategists, so participants get real-world examples of how marketing analytics can drive better decision-making.”

Clario Make it Count Fall Webinar Series

Geo-Demographics, Census & Climate Data, Oct. 25, 2011, 2:00-3:00 PM CST

Campaign Reporting and Revenue Attribution, Nov. 16, 2011, 2:00-3:00 PM CST

Email Optimization, Nov. 30, 2011, 2:00-3:00 PM CST

Predictive Analytics Best Practices, Dec. 6, 2011, 2:00-3:00 PM CST

For more information and to register for a specific webinar, visit www.clarioanalytics.com

About Clario Analytics

Clario Analytics develops and markets analytic marketing solutions via a cloud-powered, Software-as-a-Service deployment model. Clario brings unique insight into customer behavior through sophisticated analytics and world-class expertise. Clario Core transforms raw customer data into actionable, customer-level intelligence, allowing marketers to create more personalized programs and profitable results. Clario Stream is a powerful contact optimization engine that helps increase both marketing efficiency and effectiveness, while improving customer interactions. Clario Zone offers geo-demographic data solutions for census and climate data that lets marketers target their campaigns. For more information visit our website at www.clarioanalytics.com or call 952-653-0980 or 866-849-3341.

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