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Clario Analytics Announces Availability of Revenue Attribution White Paper

Paper Showcases the Need to Know how Revenue Matches Back to Marketing Campaigns

Eden Prairie, MN, November 1, 2011—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, announced today that a new white paper on Revenue Attribution is now available. The white paper helps direct marketers understand the value of matching revenue back to marketing programs so they can understand the myriad of buyer touch-points and how they contribute to revenue. Clario markets Clario Core, a packaged marketing analytics application that provides marketers with an analytics foundation that transforms raw customer data into actionable intelligence.

“In today’s multi-channel world, accurately attributing revenue back to its source campaign is critical to planning marketing investment,” said Matt Redlon, chief executive officer at Clario Analytics. “Marketers are struggling to understand how direct mail, online and retail channels work together to enhance the customer experience. Using the revenue attribution approach allows marketers to see emerging trends so they can fine tune their future offers.”

CAMPAIGN REPORTING AND REVENUE ATTRIBUTION WEBINAR

Clario is also sponsoring a webinar about Campaign Reporting and Revenue Attribution on November 16, 2011 from 2:00-3:00 PM CST. Registration is on Clario’s website at 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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