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Clario Analytics Announces the Availability of Clario Version 3.0

Clario Marketing Analytics Platform Adds Scalability, Productivity and New Features

Eden Prairie, MN, February 14, 2012—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced the availability of Clario Version 3.0, providing powerful new capabilities for efficiently processing large volumes of marketing data.

Clario's Version 3.0 release provides marketing analytics users with a new "Jobs" capability that is a productivity enhancer allowing users to orchestrate dozens of workflows and status notifications and run them with a single mouse click. Jobs streamlines repetitive tasks such as: submitting recurring operationally-oriented workflow sequences that produce timely customer data attributes, selecting the optimal marketing campaigns for customers, and updating critical reports with the most current data available.

The new Jobs capability in Version 3.0 takes full advantage of Clario's unique cloud scalability and parallel processing power, allowing users to distribute data processing across dozens of servers concurrently, dramatically reducing run times and analyst effort.

"We are excited about this major upgrade to our Clario marketing analytics platform," said Matt Redlon, Clario Analytics CEO and co-founder. "We continue to invest in a robust platform that incorporates our best practices so that analytics professionals are able to make smarter marketing decisions."

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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