



## FOR IMMEDIATE RELEASE

# Luminoso Named in Two Gartner Reports for Digital Marketing Technology

*Marketing and customer experience leaders use Luminoso to rapidly identify trending topics otherwise buried in avalanches of open-ended customer feedback*

**Cambridge, MA—September 26, 2018**—Luminoso, the natural language company that automatically reads and analyzes consumer commentary in minutes, today announced that it has been listed as a Cool Vendor in “The Gartner Marketing Technology Vendor Guide, 2018” report. Luminoso was also cited as a Sample Vendor in the Gartner “Hype Cycle for Digital Marketing and Advertising, 2018” report in the “Artificial Intelligence for Marketing” category. According to Gartner analyst Bryan Yeager in the report, “Near-term business impacts of AI for marketing center on making insight generation and prediction faster, more accurate and more actionable.”

The *Luminoso Daylight™* product analyzes unstructured text – such as open-ended survey responses, product reviews, and support tickets – without requiring massive amounts of data or an army of consultants. Within minutes, the company’s *QuickLearn™* technology identifies top themes and related concepts in the text, even picking up company-specific terminology and never-before-seen customer lingo from context. That way, marketers and customer experience leaders using Luminoso get answers from otherwise untapped feedback, so they can identify critical issues or friction points in time to do something about them.

“By providing our customers with tools that read and analyze consumer commentary, Luminoso is delivering on the promise of AI to find insights that would otherwise take hundreds or thousands of human-hours to produce,” said Adam Carte, CEO of Luminoso. “We believe being named by Gartner as a Sample Vendor and a Cool Vendor reinforces the value of Luminoso’s ability to immediately understand what a company’s customers are saying in minutes, without months of work, and feel it validates the role that our products can play for global enterprises.”

Please direct questions to [press@luminoso.com](mailto:press@luminoso.com) or 617-682-9056.

### **Additional Industry Recognition**

**Gartner, Cool Vendors in Artificial Intelligence for Marketing, May 2017 – A Cool Vendor**

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(1) Gartner, Inc. "Hype Cycle for Digital Marketing and Advertising, 2018" by Bryan Yeager, Mike McGuire. July 25, 2018.

(2) Gartner, Inc. "The Gartner Marketing Technology Vendor Guide, 2018" by Bryan Yeager, Adam Sarner, Noah Elkin, Benjamin Bloom. August 20, 2018.

### **About Luminoso**

Luminoso Technologies is a leading artificial intelligence (AI) and natural language understanding (NLU) company that enables companies to rapidly discover value in their unstructured data. Luminoso's award-winning software applies AI to accurately analyze text-based data for any industry without lengthy setup time or training. Luminoso can analyze unstructured data natively in 14 languages, including Chinese, Korean, Japanese, and Arabic. Companies use the insights that Luminoso's solutions uncover to streamline their contact center processes, monitor brand perception, and optimize the customer experience. The company is privately held and headquartered in Cambridge, MA.

For more information, visit [www.luminoso.com](http://www.luminoso.com), and follow Luminoso on Twitter at @LuminosoInsight.