

DIGIBLE

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DIGIBLE ANNOUNCES RELEASE OF FIONA+

New Tech Offers Wholesale Advertising Rates

[November 4, 2019 | Denver, CO] Digital marketing agency Dignible, Inc. announced the rollout of Fiona+, an extension of their award-winning ad technology, Fiona, ahead of the National Multifamily Housing Council OPTECH Conference taking place in Dallas, TX next week.

Fiona—released in March of 2018—is a predictive platform that leverages artificial intelligence and machine learning to generate custom multifamily marketing and budgeting recommendations, lead forecasting, and action plans specifically tailored to eight different ad channels.

Dignible characterizes Fiona as revenue management for marketing:

Our technology delivers precise recommendations around where and how much to spend seasonally—functionality that helps our clients to continuously and confidently adjust and optimize their spend throughout the year. -- David Staley, Dignible President

After witnessing the success of Fiona, the creation of Fiona+ was the logical next step for the agency. With the vision of becoming a transactional platform (similar to Amazon or Expedia) for the apartment industry, Dignible designed Fiona+ as a tool to help save marketers and operators even more money on their digital advertising. This new iteration provides all of the features of the original technology but at wholesale rates, ultimately cutting standard agency costs by 40%.

According to CEO Reid Wicoff, Dignible is more than ready for the rollout:

We're super excited to officially launch at this year's NMHC OPTECH Conference. It's a great opportunity to get in front of owners and operators with a technology solution that offers immediate and quantifiable savings on all their digital advertising.

Beyond the release at OPTECH, the team at Dignible has plans to expand their technology even further. 2020 will bring new features and enhanced functionality to Fiona+, including competitive monitoring, contract management, and an enrichment of the current 90-day forecasting to include 12-month budgeting and marketing recommendations.

Dignible is a Denver based agency providing a full spectrum of digital marketing solutions for the apartment industry. With progressive research, cutting-edge technology and world-class customer service, Dignible is designed to accelerate the world of multi-family marketing.

For more information, please contact Reid Wicoff at (720) 456-9644 or email hello@dignible.com.