

Visual IQ wins best attribution solution at The Drum Digital Trading Awards

Contributed by Visual IQ
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Leading cross channel marketing attribution provider named best attribution solution for exceptional work with Sky Italia
Leading cross channel marketing attribution provider, Visual IQ, today announced that its IQ Intelligence Suite has been named 'best attribution solution' at The Drum's 2015 Digital Trading Awards.

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Visual IQ was nominated for its work with Italian digital satellite television platform, Sky Italia. By leveraging attribution management products from Visual IQ, Sky Italia was able to consolidate performance data from multiple channels, accurately measure cross channel marketing performance, and predict the optimal combination of tactics for its future marketing efforts. Within six months of using the software, the company was able to achieve its conversion goals while reducing its cost per acquisition by 15%, as well as unlock 20% of its existing budget to test new tactics designed to drive even greater sales volumes.

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The Drum Digital Trading Awards recognise companies that are bringing clarity to the development of programmatic trading. This year, the awards focused on improving perceptions and encouraging marketers to incorporate new technology into their strategies.

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"It's a great achievement to be selected by The Drum Digital Trading Awards as delivering the best attribution solution," commented Manu Mathew, co-founder and CEO of Visual IQ. "We are constantly working to define the next generation of marketing attribution technology and empower our clients to better understand the true impact of their marketing investment, both online and offline. It is fantastic to see that our efforts are being recognised, not only by the clients that we work with, but also by the judges of this prestigious award."