



Category Creation and Brand Positioning



Recognizing that marketers and brands would benefit from detailed performance and optimization data related to the myriad marketing channels companies now implement, intelligence software provider Visual IQ pioneered the attribution management concept, creating a sophisticated platform that measures cross-channel marketing efforts. However, attribution management was not something marketers knew was available, and therefore didn't take advantage of it.

But when the economic downturn hit, marketers cared more than ever about how each marketing dollar was spent and how they could maximize spend – information that attribution management technology can help glean. The downturn marked the perfect opportunity to establish understanding and educate the market on the value of attribution management. This is when Visual IQ turned to Version 2.0 to help establish the attribution management category and position the company as the leading solution provider in the space.

Version 2.0 developed a communications strategy to establish the company as a thought leader in attribution management and educate the market on its benefits. To accomplish these goals, the team implemented programs like aggressive media campaigns targeted at the top marketing trade press, as well as a robust speaking program to position Visual IQ executives as experts on attribution management at top industry conferences.

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Today, attribution management is a topic regularly explored by marketing trade publications and professionals. Visual IQ is a recognized leader in the field and its executives are regularly sought out to provide expertise on the topic. Additional results include:

- Monthly columns by Visual IQ executives in key marketing trade publications, including Search Engine Land and MediaPost's Metrics Insider.
- Executive commentary and contributions on trends and issues that drive attribution management adoption in outlets such as CMO.com, Target Marketing, Adotas, 1to1 and AdExchanger.
- High visibility speaking opportunities for executives at events including Search Marketing Expo, Search Engine Strategies, ad:tech and others.
- Recognition as a leader in Forrester Research's first ever Wave Report for Interactive Attribution.
- Ability to elevate the company's momentum into national and regional business press coverage, including Dow Jones, Xconomy and The Boston Business Journal.