

Marketing Analytics Firm Launches in NYC

In New York City, veteran marketers David Dixon and Sebastian Shapiro have launched a marketing analytics company called Truesight Consulting, offering a combination of technology, data modeling and business intelligence solutions.

The pair previously led marketing analytics firm Ninah Consulting, part of Publicis, and before this helped develop and co-lead the Marketing Accountability Partnership (MAP), a marketing analytics company within Interpublic (IPG). Their new firm opens with additional offices in Los Angeles, London and Delhi, and a team of more than 25 marketing and advanced analytics professionals, supporting clients across sectors from B2B enterprise software and financial services to retail, telecom, media and entertainment. Services include marketing mix modeling, multitouch attribution, customer data analytics, quantitative survey analytics, scenario planning and optimization, and marketing change management.



Shapiro comments: 'As companies continue to embrace the strategic value of advanced marketing analytics, and increase their investments for in-house analytics talent, they need a marketing analytics partner that is versatile enough to adapt to their marketing needs and business models - whatever those may be - while enabling them with tools, insights and an approach that are unbiased, verified and fully supported'.

Web site: www.truesight.consulting .