

Pica9 Named Among the 25 Most Promising Marketing Solution Providers by CIO Review

Local marketing automation provider, Pica9, among the most exciting SaaS vendors in MarTech thanks to growth of marquee local marketing software, CampaignDrive.

NEW YORK, NY, UNITED STATES, July 14, 2016 /EINPresswire.com/ -- Pica9, a leading provider of [local marketing automation systems for multi-location brands](#), has been ranked as one of the 25 Most Promising Digital Marketing Solution Providers by leading technology publication CIOReview.



For the 2016 edition of the report, CIOReview assessed scores of marketing solution providers and created a shortlist of the leading marketing Software as a Service (SaaS) vendors.



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Jeevan George, Managing Editor of CIOReview

In consultation with a panel of prominent CEOs, CIOs, VCs, and industry analysts, the CIOReview editorial board considered each vendor's ability to design and build SaaS marketing solutions that cater to pressing digital marketing needs.

Pica9 was selected in the report as the leading local marketing automation solution for enterprise brands on the strength of the company's SaaS platform, CampaignDrive.

The only fully [SaaS local marketing automation platform](#) on the market, CampaignDrive helps brand marketers deliver the ideal blend of local flexibility and brand control in multi-channel marketing campaigns.

"We are pleased to recognize Pica9, Inc. as one of the 25 Most Promising Digital Marketing Solution Providers in 2016," said Jeevan George, Managing Editor of CIOReview. "Pica9's proven [track record of successful client deployments](#) demonstrates its prowess in offering best-in-class technology that helps distributed brands improve local marketing executions and design efficiency."

The inclusion in the CIOReview list is the latest in a string of accolades Pica9 has been awarded in recent months. In May, Pica9's CampaignDrive platform was showcased at the Henry Stewart DAM conference with two prominent customers discussing the distributed marketing benefits they have achieved using the application (read more: <http://pica9.com/news/pica9-customers-henry-stewart-dam-new-york/>). Pica9 was also included in the Marketing Tech Insights list of Top 10 Marketing Automation solutions in November (read more: <http://pica9.com/form-pica9-profile/>).

“The interest in CampaignDrive by top industry publications underscores the importance a platform like this has for multi-location brands,” said Kevin Groome, CEO of Pica9. “We believe that this area of marketing technology is beginning to gain momentum as brands seek to supply their franchisees and dealers with marketing tools that will generate more business.”

System flexibility and continual feature enhancements are two reasons why CampaignDrive continues to gain traction with these franchise and dealer-based customers. Some of the latest features that highlight this trend include landing page template upload and improved user and location management – both giving brand marketers more fine-tuned control over distributed marketing campaigns. High among the priorities for the product are additional integrations that will give customers added flexibility to seamlessly connect to the systems and data sources that power their marketing initiatives.

Download the full CIOReview vendor profile by visiting the Pica9 website: <http://pica9.com/form-top-saas-vendors/>

About Pica9, Inc.

Headquartered in New York City, Pica9 is a software and technology company serving the local marketing needs of major brands. The CampaignDrive platform gives local marketers the freedom to customize marketing collateral within brand-defined boundaries. Its core technologies automate the production of dozens of media types, from print, online, email, social media, broadcast & more. For more information visit: <http://pica9.com/>

About CIOReview

Published from Fremont, California, CIOReview is a print magazine that explores and understands the plethora of ways adopted by firms to execute the smooth functioning of their businesses. A distinguished panel comprising of CEOs, CIOs, IT VPs including CIOReview editorial board finalized the “25 Most Promising Digital Marketing Solution Providers 2016” in the U.S. and shortlisted the best vendors and consultants. For more info visit: <http://www.cioreview.com/>

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