



# Pica9 Named to Top 10 Fastest-Growing Digital Marketing Companies

*Local Marketing Automation company cracks Top 10 fast-growing companies in digital marketing as SaaS platform continues to win with enterprise customers*

NEW YORK, NY, UNITED STATES, June 8, 2017 /EINPresswire.com/ -- Pica9 has been named one of the fastest-growing companies in the digital marketing industry by The Silicon Review in a new report.



Our mission at Pica9 is to give marketers the tools to preserve brand integrity and activate their brands at the local level with a whole new level of efficiency and accountability.”

*Kevin Groome, Founder of Pica9*

The vendor was included as one of four software providers to crack the Top 10 as its SaaS platform, CampaignDrive, has enjoyed rapid growth as a top marketing solution for enterprise companies. [Three more companies from the Fortune 500](#) have signed on in recent months to use the local marketing automation system to streamline distributed marketing and improve brand integrity. The company also revealed in March that it has raised additional working capital from investors to bolster sales and marketing efforts and increase investments in key R&D initiatives.

Joining the New York-based Pica9 on the Fastest-Growing list are nine other noteworthy digital marketing companies. These include software providers 3 tier logic and SoMe Connect, and agencies like Performics.

The growth for Pica9 highlights a key trend starting to take hold of the marketing software space: the rise of SaaS marketing platforms for enterprises.

Marketers at large companies are now choosing these systems in greater numbers than ever before, and are investing in these platforms instead of customized or on-premise solutions. As the leading [SaaS provider of Local Marketing Automation](#), Pica9 has been uniquely positioned to benefit from the rising SaaS adoption rates in the space.

A second trend has also been buoying the Local Marketing Automation vendor's recent growth spurt. Marketing budgets for enterprise MarTech have only gone up in recent years, and the run doesn't look likely to slow down any time soon. Recently released Gartner research indicates that marketing budgets will expand to nearly 13% of enterprise revenues this year, driven largely by increases in MarTech purchases. By 2018, the data suggests that CMOs and CIOs will be responsible for equally large portfolios of enterprise software.

The Pica9 story also underlines strong growth patterns in the Digital Asset Management market specifically. The category is expected to double to \$5.36 Bn annually by 2020. Over 90% of CMOs expect to make investments not just in traditional DAM but also in Local Marketing Automation or Distributed DAM in the upcoming 12-18 months.

Looking ahead to the remainder of 2017, Pica9 is expected to continue the performance that saw it join the list of fast-growing companies. This month the software provider is a prime sponsor of the Franchise Consumer Marketing Conference in Atlanta, GA – showcasing the benefits of CampaignDrive for brands with large or growing franchise systems. Further news could also be around the corner, as Pica9 plans to release preliminary findings from a brand-new market trends report by July.

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Learn about the MarTech category fueling growth for vendors like Pica9 which is about to double in size. [Get the Gartner Market Guide to Digital Asset Management.](#)

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