

DigitalMR is rebranding to DMR

London-based DigitalMR, a company in the space of CX, social intelligence and text analytics is rebranding, with a new logo and tagline, from 2nd August 2021.

LONDON, UNITED KINGDOM, July 29, 2021 /EINPresswire.com/ -- At the inception of DigitalMR in 2010, the term 'digital' was used to denote a differentiating factor - that is from traditional (offline) market research. 11 years on, the company is changing its name to [DMR](#), with technology and use cases beyond Market Research.



Having expanded its proprietary AI capabilities to include CX Management, customer journey optimisation, alternative data for funds and other use cases, the original company tagline 'Market Research Evolved' will thus change to 'AI Driven Insight'.

“

We are updating our branding to be more in line with the times and our current positioning on the market”

*Michalis Michael - CEO
DigitalMR*

DMR Founder & CEO Michalis Michael said: “In this day and age for anything to be called ‘digital’ seems redundant. It is like calling cars “horseless carriages”. We are updating our branding to be more in line with the times and our current positioning on the market”

DMR owns proprietary AI technology that adds accurate, actionable and timely intelligence to unstructured data from any source and language, to produce invaluable

insights for CX management and customer journey optimisation. Following years of R&D, DMR’s main areas of expertise include text and image analytics, particularly customer journey stages, sentiment/emotions and semantic analysis and image theme and logo detection. DMR works with multinationals and agencies in various sectors such as FMCG, retail, banking/finance, telecoms and NGOs.

Michalis Michael
DigitalMR Ltd

+44 20 3795 4715

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/547428200>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.