

Customer Data Platform

Swrve named a Leader for second consecutive time by Gartner



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20 hours ago 0



Swrve once again had been named as a leader for its real-time marketing and interactive customer engagement platform

Swrve, today has announced its positioning by Gartner, Inc as a Leader in the 2019 Magic Quadrant for Mobile Marketing Platforms . Swrve competed against 18 other vendors evaluated for the same in the report. This has been the second victory for Swrve.

Swrve is a real-time marketing and interactive customer engagement platform which allows large brands to communicate directly to millions of customers and meeting their end needs customized per customer no matter wherever they are. Since Swrve allows real-time communication hence it helps marketing and business intelligence departments in processing highly precision based and granular customer data. This contextual information is inclusive of

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geo-location, media and streaming preferences. Some major brands who are amongst the loyal customer base of Swrve include Emirates, NetGear, Mastercard, Sony Pictures etc. Brands mainly trust Swrve due to relevant customer engagement, revenue and loyalty.

The evaluation criteria for completeness of vision includes market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy. Criteria for a vendor's ability to execute includes evaluating the product or service, overall viability, sales execution/pricing, market responsiveness/record, marketing execution, customer experience, and operations.

Brands have a vision which Swrve helps them complete. The evaluation criteria whether their vision has reached its completion is concluded through the study of the marketing strategy along with sales strategy and to match how it fits the brigade. Key aspects of business model and product strategy are also reviewed along with mapping the geography strategy to suit the audience. Any vendor's ability to execute a operation depends upon several factors such as:

- Evaluating the service of the vendor
- Viability
- Sales Pricing/Sales Pitch
- Market Records
- Execution on the market response
- Customer experience
- How customer is able to operate
- Ease of customer operation.

¹Gartner, *Magic Quadrant for Mobile Marketing Platforms*, Mike McGuire, Charles Golvin, 15 July 2019

About Swrve

Swrve is the only true enterprise-grade, marketing and customer engagement platform that helps the world's leading brands confidently scale communications over millions of customers, delivering dynamic data and AI driven interactions that are optimized for relevance in real time. Swrve's customers create real-time relevance in their customer engagements to achieve

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business results 3x faster and profit growth 200x faster than the S&P 500. Swrve is currently installed in 3.5 billion apps worldwide and processes 14 billion events daily. Learn more at <https://www.swrve.com> or follow @Swrve_Inc on Twitter.

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