



Precision Dialogue Achieves Gold Partnership with Adobe Campaign

Cleveland Marketing Firm is 1 of 5 Marketing Service Providers, Systems Integrators and Consulting Services Partners in North America to Become a Gold Certified Partner

Precision Dialogue, an analytics-driven, customer engagement firm, is proud to announce its Gold Certified Partnership for Adobe Campaign, formerly Neolane®. As a Gold Certified partner, Precision Dialogue will leverage the marketing automation solution to manage and execute clients' marketing campaigns.

Adobe Campaign, now part of the Adobe Marketing Cloud, provides best-in-class campaign, offer, and personalization management capabilities for sophisticated automation and execution of marketing programs across all channels—digital and traditional. Precision Dialogue, recognized by Forrester Research, Inc. as a 'strong performer' in the customer engagement agency landscape, leverages Adobe Campaign to deliver customer communications that provide a seamless brand experience regardless of channel.

"It is an honor to be named a Gold Certified Partner," commented Jonathan Hill, EVP of Precision Dialogue. "Adobe Campaign is an industry-leading solution that our team of marketing experts can leverage to help clients achieve more customer-centric communications and ultimately achieve higher marketing ROI."

Precision Dialogue provides professional services related to analytics, strategic consulting, research, digital and direct mail solutions. Precision Dialogue engages customers through relevant, two-way communications across the digital and offline spectrum. The end goal is driving significant improvements in marketing ROI for clients. For more information visit, www.precisiondialogue.com.

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Precision Dialogue is a vertically integrated customer engagement firm with a proven methodology for mining and analyzing customer insights and behaviors to create targeted personalized communication through a variety of integrated online and offline channels. Anchored by a focused vision and progressive history, the company has become a leading full service end-to-end marketing solution provider uniquely positioned to manage the radically evolving demands of this new era of consumer and business marketing. To learn more about Precision Dialogue, visit www.precisiondialogue.com