



The Mx Group

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The Mx Group Unveils Market Xperience Platform™ with new Website

Formally known as MarketSense and MarketEffect, Entity Launches TheMxGroup.com

Burr Ridge, Ill. (March 21, 2013) – [The Mx Group](#), a B2B digital, creative and sales enablement company, today announced the launch of its new website [TheMxGroup.com](#). The new site is a responsive design, making it easy for prospects, clients and potential new hires to engage through any type of mobile or desktop device.

The unveiling of the website coincides with the company's latest business solution breakthrough, [The Market Xperience Platform™](#) — a process that identifies and addresses individual markets and decision makers; tracks and scores prospects engaging with content and tools designed specifically for them and their position in the buying cycle; and seamlessly moves sales-ready prospects to sales teams.

“Generating business isn’t about any one interaction, with any one buyer. It’s about the collective experience for different kinds of buyers, at many levels of responsibility, in all stages of decision-making,” said Tom Barg, vice president and executive creative director. “The Mx Group’s persona development process identifies the unique characteristics and behavioral drivers of the primary groups involved in business relationships.”

The website exemplifies the company’s thought leadership across a range of disciplines, showcases recent work and client testimonials and promotes current job openings, all with the goal of facilitating an ongoing, authoritative dialogue with customers, prospects and influencers on how B2B companies can benefit from partnering with The Mx Group.

“The Mx Group excels at delivering sound strategies that move markets, drive demand and shorten sales cycles,” said Andy Mahler, CEO and co-founder of The Mx Group. “Our mission - to help companies excite markets, engage customers, effect sales and embed value - is the foundation to creating a total market experience, for both our clients and their customers.”

For more information about The Mx Group, visit the new website at [themxgroup.com](#).

About The Mx Group

The Mx Group seamlessly integrates and delivers digital, creative, and sales enablement services to drive continuous business generation for our clients. In February 2013, MarketSense and MarketEffect combined to become The Mx Group. The company was named a top B2B



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agency by BtoB Magazine for each of the past six years. The company is privately owned and located 20 minutes west of Chicago in Burr Ridge, Illinois. For more information, visit www.TheMxGroup.com or call 800-827-0170.

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