

Barron T. Evans Joins Targetbase as Vice President of Strategy, Continues Company's Commitment to Unparalleled Customer Experience

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DALLAS--(BUSINESS WIRE)--

[Targetbase](#), a data-driven, strategic communications company, announced that Barron T. Evans has joined the agency as Vice President of Strategy.



Evans will be enabling improved customer experiences for key clients by ensuring strategic customer-centric frameworks, relevant insights and actionable approaches are applied.

According to Mark Wright, president and CEO, Targetbase, "Barron will be instrumental in preparing clients for marketplace changes being driven by savvy and engaged consumers. As Big Data continues to evolve that recognizes and influences customer behavior, brands continue to struggle with incorporating meaningful insights into successful customer experience strategy and organizational capability-building."

"Consumers are surpassing marketers in sophistication, creating an environment where their demand, preference and feedback is being generated faster than marketers are able to react. Barron will help clients prepare to meet their challenges with customer-centric ability and real-time agility, reinforcing Targetbase's commitment to enabling unparalleled customer experiences. We are pleased to have him onboard," said Wright.

Evans' deep understanding of customer strategy will be critical in helping clients evolve.

According to Evans, "Companies must first determine 'who' the customer is — understand 'what good looks like' for them—then turn the mirror around and ask the brand 'how are you able to deliver on that promise?' The questions are the easy part. Executing on them is the challenge because customer experience is part science and part art."

Targetbase works with Fortune 1000 companies to create strategic marketing campaigns that help identify which channels are best used to engage consumers to take action. Targetbase has proven expertise in database management and analysis, business intelligence, insight-driven communications, and complete campaign design and deployment. World-class creative and communications development combined with industry-leading data analytics puts Targetbase in the position to react quickly and intelligently to changing market dynamics and customer needs.

About Targetbase:

As a data-driven, strategic communications agency, we believe our clients become stronger when they leverage the wealth of information consumers provide every day. At Targetbase, we integrate technology, analytics, creative and strategy to create a better consumer experience, which improves consumer engagement and drives a more profitable outcome for clients. Our agency is a part of the DAS Group of Companies. For more information, visit www.targetbase.com.

About the DAS Group of Companies:

The DAS Group of Companies, a division of [Omnicom Group Inc. \(OMC\)](#), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national, and local clients through more than 700 offices in 71

countries.

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