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 Company Overview of Targetbase Marketing, Inc.

Snapshot People

Company Overview

Targetbase Marketing, Inc. offers strategic communication services. It provides marketing technology, business intelligence, analytics, and creative services. The company also offers Targetbase Marketing Platform that maintains view of all aspects of a customer's interaction; drives communication through all channels with the customer; and provides management with dashboards and views into the opportunities. It caters to healthcare, pharmaceutical, energy, utilities, and retail industries. The company was founded in 1979 and is headquartered in Irving, Texas with an additional office in Greensboro, North Carolina. Targetbase Marketing, Inc. operates as a subsidiary of Diversified Agency Serv...

Detailed Description

7850 North Belt Line Road
 Irving, TX 75063-6098
 United States

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 Fax: 972-506-3505
www.targetbase.com

Founded in 1979

Key Executives For Targetbase Marketing, Inc.

- Mr. Mark Wright**
Chief Executive Officer and President
- Ms. Kimberley Walsh**
Chief Creative Officer
- Ms. Genine Balliet**
Chief People Officer
- Ms. Robin Rettew**
Managing Director
- Mr. Mark Zahorik**
Chief Delivery Officer of Technology

Compensation as of Fiscal Year 2014.

Targetbase Marketing, Inc. Key Developments

Targetbase Debuts New Marketing Platform

Nov 3 14

Targetbase announced the debut of the Targetbase Marketing Platform, enabling marketing functions to be accessible through a single portal with real-time access to marketing campaign performance. Features and benefits of the Targetbase Marketing Platform include: 360 degree view of the customer including transactional, financial, demographic, shopping cart, social, campaign and web behavior data; Liberation of consumer data via the Targetbase Data Application Programming Interface (API) using Business Intelligence (BI) and analytics software; Ready-made BI dashboards that meet the needs of marketers, executives, brand managers, finance, field sales and store managers; Analytic models to get the marketer started with data-driven marketing initiatives; Real-time integration with enterprise systems, point-of-sale, e-commerce and call center; Total campaign management across multiple channels and touch points, optimizing consumer engagement via the Adobe(R) Marketing Cloud; Comprehensive consumer personas including transactional, financial, demographic, shopping cart, social, campaign and web behavior data; Access, collection and storage of data from multiple sources and devices; and automated fulfillment and tracking of direct mail, email, social, mobile and SMS.