

Nepa among vendors in new Analyst Report on Marketing Measurement and Optimization

STOCKHOLM, Sweden/NEW YORK, (October 1, 2019) – Nepa, a leading Consumer Science company offering customer experience and marketing optimization solutions, is among the vendors included in a just-released report from Forrester Research, **Now Tech: Marketing Measurement And Optimization Solutions, Q3 2019**.

The report is designed to help readers understand the value of improving the business impact of marketing with measurement and optimization tools. It touches on multiple areas including determining marketing ROI and optimizing channel mix.

“Forrester’s reports are highly influential with technology users across multiple industries,” said Fredrik Östgren, CEO at Nepa. “As the report notes, Marketers need a solution that can answer executives’ questions about ROI, return on advertising spend (ROAS), or other financially grounded KPIs, a long-time focus at Nepa. We are pleased to be included in this overview of marketing measurement and optimization platforms.”

Among other recommendations, the report says that, “With the changes that technology has brought to the marketing measurement space, all B2C marketers and analytics professionals should plan to take a fresh look at and update their approaches to measurement.”

Östgren at Nepa concurs. “The Forrester report provides a great introduction to the trends shaping marketing measurement and optimization,” he says. “The technology is changing fast and companies

that don't keep up will start to find themselves at a competitive disadvantage.”

About Nepa

Headquartered in Stockholm and with local presence in Helsinki, Oslo, Copenhagen, London, Mumbai, New York, Miami and Denver, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast-growing companies in 6 of 7 years since 2011. The company is publicly traded at the Nasdaq First North Growth Market since 2016. Erik Penser Bank (tel: +46 8-463 83 00, e-mail: certifiedadviser@penser.se) is Nepa's Certified Adviser.