

## **SessionM and Phoenix Marketing International Revolutionize Market Research by Connecting Consumers and Businesses with Real-Time Consumer Experience Feedback**

*Partnership Enables Real-Time Feedback Using a Rewards-based Mobile Platform With Access to More Than 12 Million Consumers*

**BOSTON** – June 10, 2015, SessionM, the market leader in mobile data management and engagement tools, and Phoenix Marketing International (PMI), a top 20 market research company known for its excellence in product innovation, customer experience, communications and brand insights, today announced an exclusive partnership that will redefine how traditional market research is gathered, delivered and executed via a breakthrough mobile-first approach.

Recruiting a panel, fielding a study and synthesizing market research can take up to eight weeks and is a costly and arduous process. SessionM provides brands with access to qualified subsets of 12 million+ registered consumers. If customers have access to their phones, brands have access to their customers, giving them the ability to take a market research survey, anytime, anywhere. This mobile-first approach garners more than 275,000 responses each day, giving brands quick, actionable feedback and the ability to retarget respondents for additional insights or to share relevant messaging.

The SessionM and PMI partnership will yield product offerings that reduce market research costs while increasing the scale, scope and quality of data. The traditional panel generally has thousands of panelists – which pales in comparison to 12 million+ consumers who have registered and share their opinions through the persistent, first-party relationship with SessionM – a veritable gold mine for marketers who need fast, reliable insights from relevant consumers.

“The SessionM registered consumer base means real-time access to consumers at the point and time of their experience and also allows clients to direct marketing programs to the segment of one,” comments Al DeCotiis, Chief Executive Officer of Phoenix Marketing International. “Our commitment has been and always will be to our clients. This mobile approach to research is a powerful solution that will add tremendous value to our syndicated products and allow our clients to stay at the forefront of their industry.”

“By harnessing SessionM and the company’s technology for market research, we’re able to make the process more personal and enjoyable for the consumer, which leads to more thoughtful responses in relevant environments and gives brands more authentic feedback,” said Scott Spry, Chief Operating Officer of Phoenix Marketing International. “We’re also offering brands new and more palatable ways to reconnect with relevant consumers to offer a true value exchange, rather than a one-way dialogue that may only occur one time. It’s truly a win-win.”

“Today, marketers need customer data as soon as possible across multiple touch points or they risk losing market share to a more nimble competitor. Our mobile-first approach will change the traditional consumer market research process – forever,” said Paul Krasinski, Senior Vice President and Business Development, SessionM. “We have the world’s largest mobile engagement network and a unique understanding of how to best engage with busy, on-the-go consumers. PMI offers best-in-class market research methodologies, vertical industry expertise and advanced analytics. When combined, we can help marketers garner actionable insights from consumers, giving them immediate answers to business critical questions quickly.”

To learn more about our new product offering, *mXP*, please visit: [www.mobile-xp.com](http://www.mobile-xp.com).

### **About Phoenix Marketing International**

Phoenix Marketing International is a premier global marketing services firm providing its clients with tailored, unique insight into their customers and markets via wealth of existing proprietary data. Coupled with custom research products and the latest qualitative and quantitative techniques, Phoenix has extensive research experience across the Automotive, Financial Services, Healthcare, Converged Technology and Media, Restaurant, and Travel/Leisure sectors. From the strategic definition of consumer needs to effective marketing program implementation, PMI provides profit-driven market solutions and is committed to maximizing a client's Return on Marketing Investment (ROMI) by leveraging the ability to attract and retain new business through cost efficient data acquisition and statistical modeling techniques. Founded in 1999 by Chairman and CEO Allen R. DeCotiis and President, Martha Rea, Phoenix Marketing International has established its global presence with offices in major locations such as New York, New Jersey, Boston, Philadelphia, Raleigh/Durham, Detroit and London. For more information visit [www.phoenixmi.com](http://www.phoenixmi.com).

### **About SessionM**

SessionM is the next generation mobile intelligence and engagement platform. The company's cloud-based solutions integrate loyalty marketing technology with ad serving and data management capabilities, to drive personalized consumer relationships through the mobile device. The company is headquartered in Boston with offices across the country. For more information on SessionM, visit: [www.sessionm.com](http://www.sessionm.com).