

# Meredith Xcelerated Marketing Named to Independent Research Firm's List of Emerging Customer Engagement Agencies

## MXM Cited for Innovative Cross-Channel Capabilities for Content Creation and Delivery

NEW YORK, N.Y. (December 13, 2012) – Meredith Xcelerated Marketing (MXM), Meredith Corporation's (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) global, customer engagement agency, today announced it has been cited in Forrester Research Inc.'s recent report: "The Forrester Wave™: Customer Engagement Agencies, Q4 2012."

MXM was one of 13 vendors selected from over 50 agencies invited to participate in the evaluation of Customer Engagement Agencies (CEAs) which Forrester defines as: *Agencies that focus on defining customer-oriented business strategies and mapping them to tactics and execution. They help clients maximize customer profitability and optimize customer experiences by applying data and analytics to every interaction.*

To assess how well these emerging CEAs meet the needs of a nascent but growing market, Forrester evaluated their strengths and weaknesses across a range of business, marketing, and technology criteria.

Of the 13 agencies included, Forrester named MXM a "Contender," and reports that it "is especially well positioned to help publishing and content-focused organizations succeed," and notes it's "very innovative, cross-channel capabilities for content creation and delivery."

"We are honored to have been included in this prestigious report," said David Brown, EVP, MXM. "As a content leader in this rapidly growing category we are focused on building out our capabilities as the market demands, in the vertical industries where we can be most effective, like CPG, Automotive, Financial Services, Health & Wellness, Pharmaceutical and Entertainment. We plan to continue to deepen our capabilities in the sectors where we can leverage the capabilities and resources of Meredith, further differentiating services for our clients."

### **About Meredith Xcelerated Marketing**

Meredith Xcelerated Marketing's (MXM) heritage lies in its more than 40 years of experience in creating custom content and customer relationship marketing platforms. MXM has now evolved into a full-service, global customer engagement agency creating powerful marketing solutions for many of the nation's top brands and companies, including Lowe's, Kraft and Chrysler.

In recent years, MXM has significantly expanded its marketing solution capabilities through the acquisition of leading companies specializing in mobile, digital, social media, database analytics and healthcare. In October 2011, MXM announced a strategic investment in London-based iris worldwide, one of the world's most successful international marketing agencies. MXM now has more than 700 employees and works with more than 150 clients. Visit [MXM.com](http://MXM.com) for more information.

### **Contacts:**

Amanda Cortese / 212.551.7087 / [amanda.cortese@meredith.com](mailto:amanda.cortese@meredith.com)

Patrick Taylor / 212.551.6084 / [patrick.taylor@meredith.com](mailto:patrick.taylor@meredith.com) / @primetimeprguy

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