



Mobile Engagement Provider Vibes Embeds MicroStrategy to Help Companies Increase Return on Marketing

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TYSONS CORNER, Va.--(BUSINESS WIRE)--May 15, 2018-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that [Vibes](#), a leading mobile engagement platform for enterprises, has integrated the MicroStrategy 10™ platform into its new product, Advanced Analytics, a performance management solution. To learn how leading brands can harness this embedded analytics solution, register for the webcast, [How New Insights in Mobile Marketing Analytics Can Help You Drive Higher Customer Acquisition](#), taking place on Wednesday, June 13, 2018, at 2:00 p.m. EDT.

With the integration of the MicroStrategy 10 platform into the [Advanced Analytics](#) solution, marketers can gain a 360-degree view of consumer preferences and behaviors through customizable filters, visualizations, and location analytics, delivering data-driven insights that can be quickly assessed on any standard mobile device. Marketers can use these insights to develop highly targeted campaigns that boost consumer engagement and facilitate greater conversions. The open framework of MicroStrategy 10 delivers support for multiple platforms and devices, as well as hundreds of optimized connectors to relational databases. With sophisticated administration and data connectivity tools, a unified metadata layer, and an exceptional in-memory architecture, MicroStrategy offers organizations what they need in an analytics platform: enterprise-grade security, high performance, scalability, and data governance.

"Our focus is on providing value to all of our customers, which is why it was so critical to find a technology partner like MicroStrategy for our Advanced Analytics product," said Brian Garofola, CTO at Vibes. "MicroStrategy offers a thoroughly tested, highly secure, and scalable solution with a powerful range of analytical capabilities for marketing professionals to fully harness the power of data to grow their business. We believe the collaboration is essential to help digital and brand marketers access real-time, actionable intelligence about mobile consumers as they move through the buying journey."

"One of the biggest challenges that marketers face is how to measure the ROI of their mobile marketing campaigns," said Mark Gambill, CMO, MicroStrategy Incorporated. "Vibes has embedded MicroStrategy's sophisticated analytical functionality into their performance management solution so that leading brands can learn critical insights, like how their mobile app campaigns grew basket size or drove in-store versus online traffic. Marketers can use the insights gained from their analyses to personalize their outreach for better consumer experience and greater customer loyalty."

To learn more about Advanced Analytics:

- Register for the webcast, [How New Insights in Mobile Marketing Analytics Can Help You Drive Higher Customer Acquisition](#), taking place on Wednesday, June 13, to learn how leading brands can harness this embedded analytics solution.
- Register to attend the [MicroStrategy Symposium](#), a one-day event taking place at the JW Marriott Chicago on Monday, May 21, 2018 where Vibes will demonstrate the Advanced Analytics solution. Also hear the latest insights from other thought leaders on big data, mobile app development, cloud computing, AI, and more – all designed to transform organizations into an Intelligent Enterprise™.

About Vibes

Vibes enables marketers to deliver compelling and profitable mobile engagement conversations. The Vibes Mobile Engagement Platform lets marketers easily manage all mobile communication channels including text messaging, push notifications, Apple Wallet, Google Pay, messaging apps, and mobile web campaigns — all through a single interface. Vibes' customers include Chipotle, Discover, Lane Bryant, PetSmart, and Allstate. To learn more about Vibes, visit www.vibes.com.

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a worldwide leader in enterprise analytics and mobility software. A pioneer in the BI and analytics space, MicroStrategy delivers innovative software that empowers people to make better decisions and transform the way they do business. We provide our enterprise customers with world-class software and expert services so they can deploy unique intelligence applications. To learn more, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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