SIGMA FACT SHEET

Agency Partners

We are a data and analytics firm that has successfully partnered with advertising/general agencies to help them provide added value to their clients by leveraging actionable insights. SIGMA is driven to turn data into powerful strategies that will deliver precision marketing to grow sales, strengthen relationships –and build customer loyalty.

Headquartered in Rochester, NY with a Boston office, we've worked with a number of leading agencies and service providers since 1985. Our team of dedicated Data Scientists, Marketing Operations experts and Marketing Strategy pros love to solve the difficult problems facing B2C and B2B clients today: How to manage the abundance of data to target the right customers and prospects. How to leverage marketing tech to create personalized demand and nurture streams. How to create a marketing machine that keeps running at the speed of change. Give us a call to find out how we do it at 585-242-4113 or visit us at www.sigmamarketing.com

585.473.7300

info@SigmaMarketing.com

www.SigmaMarketing.com

Rochester

42 S Washington St

Rochester, NY 14608

Boston

745 Atlantic Avenue, 8th Floor

Boston, MA 02111

Multi-Channel Activation

Better ROI
Data-driven Marketing and Sales Support

Making marketing automation work in a traditional distribution and sales culture can be tough. While we don't do creative, we can build multi-channel strategies that will drive more leads and shorten sales cycles for your clients.

Insights and Analytics

Stronger
Models and
predictive analytics

Precision industry segmentation and modeling will move the needle towards your clients' acquisition goals.
Our solid methods for testing and best-in-class marketing attribution measurement can provide long-term growth for your clients.

Streamlined Marketing Operations

Seamlessly Manage complexity to drive revenues

Too many products to support? Competing priorities between retail and distribution promotional efforts?

Our marketing operations experts can help your client excel or we can become the back office operations team.