



Engauge Brings on Top Analytics Talent to Run Direct Marketing Analytics Practice

May 27, 2009 (Austin, TX) - Engauge, a total marketing solutions agency, announces the hire of Korey Thurber to head up the agency's analytics initiative as Vice President of Analytics. Thurber brings over 16 years experience in analytics and management.

"I'm thrilled to be joining Engauge; right now there is a tremendous opportunity in the marketplace," said Thurber. "Given today's economy, marketers are being asked more than ever to justify their budget - how did they help drive incremental business? It's no longer acceptable for marketers to provide only the metrics regarding consumer perception of the brand. Senior managers want ROI. Analytics allows marketers to better understand their client relationships in order to formulate strategies that produce results. And it often means they can do more with less - an obvious benefit for Engauge's clients."

Most recently, Thurber served as Vice President of Financial Services Analytics at Harte-Hanks, where he led the charge to find new and better sources of data to develop innovative targeting methods that improved the performance of their client's marketing initiatives. Thurber's background also includes positions at TIAA-CREF, where he was Director of Market and Business Intelligence, and Bank of America, where he served as Vice President, Manager Relationship Marketing.

"Korey is a tremendous talent; we're already seeing his value take shape at Engauge," said Janet Rubio, Engauge's Chief Insights Officer. "There are clear opportunities for businesses to better manage and utilize their database through analytics. Korey's appointment will serve to help us move this initiative forward to our existing clients and new accounts."

About the urgency of analytics in marketing today, Thurber adds: "Applying science to the data is a good thing; it is a proven practice that simply works. Though the trend of applying science to data to maximize and measure the performance of the marketing dollar first took off in the financial sector, the practice has spread quickly to other sectors - retail, technology, pharmaceutical. As this trend continues, there will be companies that will choose to ignore it. Those companies will fall behind and may eventually disappear."

Engauge background: www.engauge.com

Engauge, a portfolio company of Halyard Capital, is a total marketing solutions agency, dedicated to delivering transformational ideas that move someone – to act, to choose, to believe in a brand. The agency focuses on discovering true insights, developing ideas with real impact, and then measuring that interaction and gauging the results. Engauge's three Centers of Excellence combine the disciplines of branding, digital, and direct marketing to partner with clients such as Kraft Foods, Best Buy for Business, Chick-fil-A, The Home Depot, Sony, NGK, and Huntington Bank. The company has offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando.

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