

RICHRELEVANCE EXPANDS ITS ADVERTISING BUSINESS



RichRelevance is a business that is known for being a leader at providing e-commerce personalization for a number of different brands and retail companies. And, just recently, the company warmly welcomed three new advertising executives to the company as they continue to work hard at rapidly expanding the company and its advertising business. Two of the new advertising executives are Ziff Davis and Andrew Zeiger. Davis is a veteran who used to work as a Chief Revenue Officer. Zeifer, on the other hand, is joining RichRelevance as its General Manager for the advertising section. The third executive to be hired by the company is William Pearce, who used to be the CMO for Taco Bell and Del Monte Food. With the three of these men working together, tons of experience and leadership will be put to good use, helping tons of technology brands, along with various other well-known brands and retailers. At this point in time, RichRelevance continues to grow at a very fast pace. The growth is especially rapid for the company's advertising solution, which is referred to as Shopping Media. It was first introduced towards the end of 2010 and since has been used by tons of popular brands. Some of these brands even include Colgate, P&G, Verizon, Cisco, and Toyota. The brands relied on this advertising solution as a way to grasp the attention of shoppers and get them to buy products on various retail websites. And, the company itself received an honorable award, the Start-Up Showcase Innovation Award in April of 2011 because of its good work and ability to help tons of brands. The CEO of RichRelevance, David Selinger, said that while it has only been a year since Shopping Media first launched, it has grown tremendously and has become quite a critical necessity for various brands that are looking to reach consumers and get them to purchase their products. While Shopping Media continues to grow, adding three new leaders seems to be the right decision, especially because they have the experience that is needed to help with the growth of Shopping Media and to continue helping some of the leading brands in the United States. Selinger is very excited about the three new additions that are being added to the company. Because of RichRelevance and its Shopping Media campaign, tons of the leading retailers have noticed a large increase in sales, actually up to 100% of an increase, which is quite amazing. The leading brands that are relying on Shopping Media are noticing a huge difference, which is pleasantly surprising for them, after relying on RichRelevance and its Shopping Media campaign to target shoppers and get them to buy these specific products and specific brands of items.

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