

## Global Marketing Accountability Arrives with MCAplatform™ from Integration

### *Integration launches innovative marketing accountability metrics and software offering*

June 16, New York, NY -- Integration, developers of the industry-leading marketing communications performance assessment tool the Market ContactAudit® System (MCA®), today announced the release of its new software platform, MCAplatform, in support of its new suite of global marketing accountability metrics, MCA KBIs (Key Business Indicators). The new software, together with Integration's MCA for Business program, provide global marketing teams with a simple yet powerful foundation for establishing global marketing accountability programs.

"Our global clients are eager for new ways to help them drive the maximum marketing communications performance at the minimum cost, across multiple geographic regions and product categories," said Oscar Jamhuri, founder and CEO of Integration. "With MCAplatform, our MCA KBIs give senior marketing management at all levels in the enterprise a concise, understandable, and actionable reading of marketing performance and cost efficiency across the entire global business."

MCA marketing accountability metrics are derived through Integration's proprietary consumer research methodology. Each MCA for Business program focuses on a product category and geographic region, providing all the elements needed for marketing organizations to quickly monitor global marketing communications performance and cost efficiency. The MCA for Business Program includes quarterly MCA metrics readings, training and coaching support, and multiple licenses to MCAplatform, the software suite that automates marketing accountability data collection and dashboard reporting.

MCA is used extensively by Integration's global licensees, including Dentsu, Starcom MediaVest Group, TNS Global, Universal McCann, and ZenithOptimedia. MCA for Business is available now, directly from Integration, or via any of Integration's global licensees.


### About Integration:

Integration, founded in 1994, is a global firm focused on providing metrics, tools and processes to drive marketing accountability, through the holistic measurement and assessment of marketing communications. Integration's proprietary Market ContactAudit® System (MCA®) provides the foundation for enterprise-wide marketing metrics programs. MCA provides a comprehensive analysis of both the effectiveness and efficiency of the full range of marketing communications activities, for all relevant competitors in a given market category.

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