

Three...Two...One... Data Analytics Firm Lift361 Takes Off

ATLANTA, Ga., Oct. 5 (SEND2PRESS NEWSWIRE) – We are pleased to announce the debut of Lift361, a newly formed data analytics company. Lift361 is a spin-off of database marketing provider Integrative Logic. Ed Higdon, formerly the executive vice president and chief analytics officer for Integrative Logic, will serve as president and CEO for Lift361.

“Lift361 is an exciting new venture led by industry veterans and seasoned practitioners from the field of customer relationship management and data analytics,” said Higdon. “We created Lift361 to focus on the increasingly sophisticated and evolving needs of marketers in data-rich industries and organizations.”

Lift361 specializes in providing analytics and insights, data services and strategic deployment for data-rich marketers in retail, travel and hospitality, telecommunications, consumer packaged goods, financial services and higher education.

About Lift361:

Lift361 provides analytics and insights, data services, and strategic deployment to data-rich marketers in retail, travel and hospitality, telecommunications, consumer packaged goods, financial services and higher education.

Lift361 clients benefit from groundbreaking customer insights and actionable strategies designed to optimize short-term results and maximize lifetime value. Lift361 is a spin-off of database marketing provider Integrative Logic.

For more information visit www.lift361.com.

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