

# Cogensia, LLC Named to CIOReview's 20 Most Promising Data Integration Solution Providers 2016

FREMONT, Calif., Nov. 22, 2016 (SEND2PRESS NEWSWIRE) – Cogensia, LLC, the premier provider of breakthrough data-driven marketing strategies and solutions, has earned a spot in the 2016 edition of CIOReview's 20 Most Promising Data Integration Solution Providers.



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CIOReview has ranked Cogensia based on its specialties in Customer Segmentation & Valuation, Statistical Modeling, Analytics, Database Marketing, and Loyalty Program Planning. Cogensia delivers technology solutions that facilitate program design, data management & integration, access to external data, and real-time intelligence.

“It’s a great honor to select Cogensia in our annual ranking list as one among the top 20 companies that provides Data Integration Solutions,” said Jeevan George, Managing Editor of CIOReview. “Cogensia empowers clients with data and insights to get more customers, keep customers coming back, and grow more profitable customer relationships.”

“We have been on the forefront of custom data integration solutions from CRM and transaction systems, to web, email, mobile, and third party data systems,” adds Cogensia President and CEO, Brad Rukstales. “Our Customer

Management Platform (CMP) provides not just data integration, but analytic integration and channel integration as well.”

## About Cogensia, LLC:

Headquartered in Schaumburg, Ill., Cogensia is a privately owned Marketing and Advertising company founded in 2002. The company is led by a team of executives with an average of over 20 years of experience in CRM, Analytics and technology across leading brands such as Best Buy, GE Capital, JC Penney, Sears Holdings, and many others. For more info, visit: <http://cogensia.com/>.

## About CIOReview:

Published from Fremont, Calif., CIOReview is a print magazine that explores and understands the plethora of ways adopted by firms to execute the smooth functioning of their businesses. A distinguished panel comprising of CEOs, CIOs, IT VPs including CIOReview editorial board finalized the “20 Most Promising Data Integration Solution Providers 2016” and shortlisted the best vendors and consultants. For more info: <http://www.cioreview.com/>.

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\* Photo Caption: Cogensia President and CEO, Brad Rukstales