



Client Command® Named Marketing Automation Innovation Leader at 2019 AWAs

The automotive industry's benchmark awards recognizes Client Command for the second year

ATLANTA, GA – January 25, 2019 – [Client Command](#), an Atlanta-based industry-disrupting and patented automotive shopper marketing company, won the 2019 AWA for Marketing Automation and was named Innovation Leader for that category. The AWAs, presented by automotive industry leader Brian Pasch, are a benchmark in the automotive industry, recognizing the best vendors in automotive digital marketing as well as innovative products in technology, design, search marketing and social media.

“We believe our customers deserve to be on the cutting edge of technology to compete for and win with today’s shopper,” said Greg Geodakyan, Chief Product Officer for Client Command. “Our patented technology gives dealers a competitive edge – connecting online shopping behavior from across the entire internet with identity attributes enabling relevant, real-time marketing to all shoppers in a dealer’s PMA. It’s an honor to be recognized as an industry leader as we continue to push the automotive industry forward to meet the same expectations that other industries have for shopper marketing and marketing automation.”

Client Command’s patented technology delivers a new way for dealers to engage with customers by using artificial intelligence to merge online and offline data and identify active shoppers in real time – taking the guesswork out of marketing for dealers. Client Command’s technology allows dealers to target customers through omni-channel marketing and multi-touch attribution, delivering industry-leading 16:1 and 10:1 ROI on retention and conquest marketing respectively. This is the second year Client Command has been awarded an AWA and adds to the growing list of industry recognitions the company has achieved.

About Client Command

Client Command is the automotive industry leader for knowing and engaging the Active Shopper™. The company’s patented AI-powered technology delivers the most precise audience identification in the industry, matching real-time online shopping behavior with offline identity information to build profiles



on Active Shoppers™. Client Command's ability to know more about shoppers fuels personalized marketing solutions with a proven track record of increasing a dealership's ability to conquest new and retain existing customers. The Atlanta, Georgia-based company has won multiple awards for both its AI-powered products, patented technology and corporate culture. For more information, visit clientcommand.com.

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