

VisionEdge Marketing and Hive9 Partner to Improve the Impact of B2B Marketing Comprehensive Marketing Measurement Solution Helps Companies Easily Tie Marketing Activity to Business Results

New Orleans, Louisiana and Austin, Texas (PRWEB) October 19, 2015. [Hive9](#), the marketing performance management company, and [VisionEdge Marketing](#), one of the pioneers and a recognized leader in marketing performance measurement and management, announced their partnership at the [Marketing Operations and Technology Summit](#) (MOTS). B2B marketing teams can use VisionEdge Marketing's Accelance® methodology and Hive9 software to construct their strategic marketing plans and metrics hierarchies, and then seamlessly operationalize, measure and optimize those plans, so marketing activities and investments can be tied directly to business results.

"Marketing organizations are leveraging data and analytics to transform their plans, metrics and dashboards in order to improve their influence, credibility and relevance," said Laura Patterson, President of VisionEdge Marketing. "Using the Accelance® methodology and Hive9 software together enables companies to seamlessly go from plan and metrics development, to operationalizing the plan, to measuring and reporting marketing's performance via an actionable dashboard."

"We are happy to be working with VisionEdge Marketing and Laura Patterson, who is a thought leader in the marketing measurement space. Hive9's mission is to help B2B marketing leaders measure, predict and improve the impact of marketing, and this partnership with VisionEdge Marketing helps us deliver on that mission," said Darin Hicks, Hive9's CEO.

Hive9 was recently named a [2015 Cool Vendor by Gartner](#). The Hive9 marketing performance management solution consists of three modules:

Plan: Get one view of all marketing plans and budgets

Measure: Measure what matters to get real-time visibility into performance

Optimize: Clearly see your customer's journey

MOTS participants will learn more about applying these approaches in two sessions:

- [Measure What Matters to the C-Suite](#): Monday, October 19, at 2:20 pm Central
- [Creating and Leveraging Actionable Dashboards](#): Tuesday, October 20, 11:15 am Central

To learn more about planning for performance, register at www.hive9.com for a Hive9 webinar on November 12, 2015, featuring VisionEdge Marketing president Laura Patterson.

About VisionEdge Marketing

VisionEdge Marketing (VEM) provides proven expertise to help companies improve marketing accountability, measurement and analytics; create outcome-based marketing metrics; develop dashboards; leverage processes, data, systems, and use data and analytics to make strategic market, customer and product decisions. Visit VisionEdge Marketing at www.visionedgemarketing.com or follow @lauravem.

About Hive9

Hive9 is the marketing performance management company. B2B CMOs, demand gen leaders and marketing operations experts rely on Hive9's cloud-based solution to get one view of all plans and budgets tied to pipeline and revenue performance, optimize the full customer experience, and measure what matters to get real-time visibility that drives action and results. Unlike static spreadsheets and disparate, out-of-sync tools, Hive9 predicts and improves the impact of marketing and provides always-on intelligence with connections to leading CRM, marketing automation, finance, and project management systems. Hive9 customers include Zebra Technologies, TD Ameritrade, and Sage Software, and the company is based in Austin, Texas. To learn more, visit <http://www.hive9.com> or follow @hivenine on twitter.