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**VisionEdge Marketing Included Within Independent Research Report On  
Developing And Using Marketing Dashboards**

**AUSTIN, TX, February 19, 2008** – Today VisionEdge Marketing announced it was included among the experts in the area of marketing dashboards in a new report from Forrester Research entitled, "Developing And Using Marketing Dashboards." Exclusive research available only to members of the Forrester Leadership Boards' CMO Group, the report advises senior marketers on effectively building and implementing dashboards for their organizations, enabling a culture of greater accountability and more data-driven marketing decisions. The report includes best practices around gaining organizational support, simplifying the dashboard, aligning to business goals, and standardizing processes and metrics.

"We are truly excited to be among the six experts in the area of marketing metrics and dashboards that were included in this report," said Laura Patterson, president, VisionEdge Marketing. "We believe that for marketing to become a performance-driven organization the profession must embrace and invest in creating dashboards that communicate how marketing is moving the needle for business."

The Forrester Leadership Boards are exclusive peer networking groups that bring together select industry executives and Forrester analysts to share best practices. The CMO Group is a membership community for chief and senior-most marketers of billion-dollar-plus companies that combines Forrester's forward-looking research and analysis with the best practices of peers to help members improve their marketing effectiveness. For more information about the CMO Group's "Developing And Using Marketing Dashboards" report visit [www.forrester.com/cmogroup/research](http://www.forrester.com/cmogroup/research).

### About VisionEdge Marketing

VisionEdge Marketing of Austin, Texas ([www.visionedgemarketing.com](http://www.visionedgemarketing.com)) VisionEdge Marketing, Inc. is a data-driven and metrics-focused marketing firm that specializes in improving marketing performance and helping organizations create a competitive advantage designed to attract, secure and retain profitable customers. The firm is recognized as a thought leader in the area of marketing performance management.

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