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VisionEdge Marketing Receives New Patent for its Accelance® Method and Application Which Creates a Customer-Centric Measurable Outcome-based Marketing Plan

Austin, TX—08/02/18 – VisionEdge Marketing, a recognized authority in the Marketing Performance Management and Measurement discipline announced the issue by the U.S. Patent and Trademark Office on July 24, 2018 of its new patent covering the company's Accelance®, an outcome-based mapping method that creates the blueprint for a measurable Marketing plan that aligns to quantifiable business outcomes.

The new patent, US 10,032,177 B2, for an invention by VisionEdge Marketing's president, Laura Patterson, is entitled "METHOD FOR PROVIDING OUTCOME-BASED MAPPING," known as [Accelance® Blueprint and Outcome-Based Mapping™](#).

"We're thrilled to receive the patent. We believe the patent reflects the depth of our Marketing Performance Management and Measurement expertise and firmly validates and establishes us as the leader in this area," said Laura Patterson, president of VisionEdge Marketing. "We developed the methodology behind Accelance® in 2004, because at that time there wasn't a process, method or application, that visually created direct-line-of-sight from Marketing activities and investments to quantifiable business outcomes all on a single blueprint." Since the provisional patent was submitted in 2011 over one hundred of VisionEdge Marketing [customers](#) have benefitted from this application.

Data published by numerous studies including [research conducted by VisionEdge Marketing](#) since 2001, indicate that Marketing organizations continue to be challenged to connect the work and investments of Marketing to business results. These studies find that marketers who improve their alignment and accountability have a greater impact on the business and achieve higher levels of growth and business performance. Accelance® is a proven technique for connecting Marketing to the business. With Accelance® you can facilitate alignment, illustrate Marketing performance targets and metrics, and establish the framework for a Marketing dashboard. [Learn more](#) about the process and application.

About VisionEdge Marketing, Inc.

As the pioneer in Marketing measurement, analytics and operations, [VisionEdge Marketing](#), founded in 1999, brings world-wide Marketing performance excellence to every engagement. Empowered with data, metrics and process expertise, we apply proven best-in-class practices to improve Marketing effectiveness, deliver business impact, and enable better business decision-making. Our passion is to transfer knowledge and accelerate business results, transforming your Marketing organization into a Center of Excellence. Want proof points? Review our [customer case studies](#). Looking for the best place to start? [Compare your Marketing organization to leading organizations](#) using our Annual MPM Benchmarking Reports.

Accelance is a registered trademark of VisionEdge Marketing, Inc. All rights reserved.

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