

**FOR IMMEDIATE RELEASE**

## MarketSense Takes Top Honors in Internet Advertising Competition

BURR RIDGE, Ill. — (April 5, 2011) — MarketSense, a leading full-service business-to-business marketing services firm, won three “Best Of” awards in the 2011 Internet Advertising Competition (IAC). All three awards recognize MarketSense’s work for Cision, the leading global provider of public relations software and services.

The Cision 2010 holiday greeting won the Best Public Relations Integrated Ad Campaign and Best Public Relations Social Media Campaign awards, and the CisionInfluence Website won the Best Public Relations Website award. These projects represent just a small segment of the results-driven advertising campaigns MarketSense has developed as Cision’s marketing partner. Links to the award-winning work may be found at [www.iacaward.org/iac/winners.asp](http://www.iacaward.org/iac/winners.asp)

Produced by the Web Marketing Association, the annual IAC Awards honor excellence in online advertising, recognize the individuals and organizations responsible and showcase the best in award-winning Internet advertising. As the IAC website states, “Now more than ever, marketing on the Internet is a competitive environment. Corporate marketing and Internet professionals constantly need to validate their efforts and provide clients and senior management with independent feedback as to the quality of the work being performed.”

“Winning three IAC Awards in one year is a great honor,” said Andrew Mahler, CEO and co-founder at MarketSense. “We know our work performs well for Cision, but it’s a real bonus to receive such highly esteemed recognition within the industry.”

The 2011 IAC Awards are only the most recent in MarketSense’s long history of honors, including one other IAC Award. MarketSense has also won numerous Pro-Comm Awards and Tower Awards through the Business Marketing Association. In addition, B2B Magazine has named MarketSense a top agency for four consecutive years.

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### **About MarketSense**

MarketSense ([www.market-sense.com](http://www.market-sense.com)) is a full-service business-to-business marketing agency located just outside of Chicago. For more than 20 years, MarketSense has created loyal customers for its clients by fusing ideas and technology. The agency provides a highly unique mix of integrated services, including award-winning creative, closed-loop lead generation and management, and web and software development. A privately held company and a division of The Mx Group, MarketSense was named one of the top business-to-business agencies by Crain’s *BtoB* magazine for each of the past four years.

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