Content Analytics Inc., Announces Record Year, Expands Leadership

Number One Digital Shelf Analytics and Content Management Company experiences record success and grows leadership team

SAN FRANCISCO (PRWEB) January 31, 2019 -- Content Analytics, Inc., a San Francisco-based eCommerce Software-as-a-Service (SaaS) company realized record growth in 2018. Specifically, the business achieved records in newly signed clients, renewing clients and Annual Recurring Revenue (ARR). To help further the continued growth, the company is announcing key leadership additions and promotions effective immediately.

As a business, Content Analytics, Inc. is uniquely positioned to provide brands a platform to create, manage, verify and syndicate their product information to their customers across industry leading retailers. Use of the platform and services enables Clients to identify and leverage critical analytics information that improves efficiencies and increases the ability to drive ROI, enhancing decisions via the complete solution that Content Analytics Inc. provides.

“Content Analytics, Inc. remains unique in eCommerce as we bridge the glaring gap between content only and analytics only service providers. We fill this void by delivering market leading products and services that offer value added solutions in both content and analytics to our partners,” stated Founder and CEO of Content Analytics, Inc, David Feinleib. “In 2018, we experienced a stellar year, as our gold standard products, combined with a positive reputation in the eCommerce market, resulted in record growth and the business being viewed as the preferred platform of choice for end-to-end content management and analytics.” Feinleib added, "Our mission has always been clear and concise: to be the comprehensive Digital Shelf Analytics and Content Management platform for Brands and Retailers. To further this mission, we are thrilled to welcome and promote new leaders to help drive our continued expansion in 2019.”

The company welcomes new leadership team members as follows; Chief Financial Officer, Brian Rauls, who prior served as CFO of eCommerce personalization company Certona, and Kaustav Mukherjee, who now heads up Product and most recently led the Product Team at Tailored Brands. Additionally, the company announces internal leadership promotions of Alli Meyer-Golden to Director of Customer Success and David Hart to Sr. Director of Retailer Partnerships.

Offered new CFO, Brian Rauls, “As an experienced Executive in eCommerce, I have followed the company’s progress and believe it offers the most comprehensive singular solution for Brands and Retailers to manage Content, Analytics and Reporting. The business is well positioned to scale further as the number one Digital Shelf Analytics and Content Management platform in the industry. I am excited to join the team and help guide the continued growth and success of the company.”

About Content Analytics Inc.
Content Analytics, Inc. is the number one Digital Shelf Analytics and Content Management Platform for brands and retailers. The company offers the only turn-key solution that does it all: Content Management, Analytics, Syndication and Reporting. It serves as an end-to-end eCommerce management platform that combines a full suite of digital shelf reporting and analytics capabilities with a comprehensive yet easy-to-use Product Information Management system. Clients include Crayola, Dorel, PepsiCo, Johnson & Johnson, 3M, P&G, Mondelez, Munchkin, Levi’s, Mattel and many other leading brands and retailers.
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