Data Insight Expert Cause + Effect Strategy Celebrates Five-Year Anniversary, Continues Double Digit Growth

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ROCHESTER, N.Y. (PRWEB) February 03, 2020 -- CAUSE + EFFECT Strategy https://causeandeffectstrategy.com/, a business intelligence firm, marked its fifth year in business and announced continued double-digit growth for the third consecutive year, demonstrating the success of its unique capabilities and approach to helping companies optimize through digital innovation. The company, named by AdWeek as one of the 100 fastest growing agencies in the world, has reached impressive milestones since its inception, including expanding capabilities to focus on business intelligence, securing top talent, adding new analytic capabilities, and building an impressive client roster that includes companies across multiple data-rich industries.

“Our five-year anniversary and steady growth trajectory are incredible validation of our collaborative approach to leveraging data to create valuable strategies that deliver ROI, empower clients to make more informed decisions, and accomplish business goals,” said John Loury, Co-Founder and President of CE Strategy. “By merging innovative technologies and the expertise of our highly skilled team, we are vastly improving our clients’ efficiencies and accelerating growth across their enterprises. We are excited to help more companies harness the enormous potential of data and leverage it to radically transform their organizations.”

Helping Organizations Drive Efficiencies and Adapt to Evolving Processes

Reports(1) show that among the biggest challenges companies face when undergoing digital transformation and adopting a data driven culture—which are top-priority strategies for many businesses—are related to people and process. This is where CE Strategy helps. The company leverages business strategy along with data science, such as machine learning and artificial intelligence, to help its clients harness and analyze valuable data, and makes it accessible and easy to share across departments. The data is leveraged to develop and guide strategies that address key areas of clients’ businesses, including marketing, operations, fundraising, and human capital management. It can be used, for instance, to optimize operations, help organizations more effectively target and engage with prospective customers, and mitigate churn before it takes place.

Realizing the potential that data has to transform entire organizations, CE Strategy shifted its focus from marketing intelligence to overall business intelligence and last year changed its name to reflect its broader capabilities. Its core services include the aggregation and visualization of data, insight through data science, development of business strategy, and continuous optimization and measurement.

Since its inception, CE Strategy has reached impressive milestones, including:
- Achieved three consecutive years of double digit year-over-year growth
- Named among AdWeek’s Top 100 Fastest Growing Agencies
- Boosted its senior leadership team with the addition of Amy Gurske, who has held management positions at Grainger and Amazon, and brings a wealth of analytics, supply chain management experience, and a PhD in organizational psychology to the business
- Invested in business technology and staff, including machine learning and cloud-based capabilities, to allow for faster delivery of insights and development of strategy, and make it easier for clients to leverage data to impact their bottom lines
- 2019 client wins include Delta Sonic, Cooper Vision, Workstride, Predicata, and the 2020 KitchenAid Senior PGA Championship

Looking Ahead: Promoting the Power of Data

CE Strategy plans to continue strengthening relationships with its current clients that span multiple industry verticals, including advertising, B2B, financial services, fundraising, higher education, politics, and retail industries. It hopes to attract new clients by continually demonstrating the enormous value of its distinct approach to providing data insight and business strategy to drive a company’s retention and growth. CE Strategy also plans to add staff in the coming year so that it may continue to innovate and support its growing client base.

(1) New Vantage Partners, Big Data and AI Executive Survey 2019

About CAUSE + EFFECT Strategy
CE Strategy is a rapidly growing business intelligence firm recently named by Adweek Magazine as one of the fastest-growing agencies in the world. Beginning as a data-driven marketing intelligence firm in 2015, CE Strategy has evolved into a business intelligence firm that leverages data science to develop strategies that achieve client goals for increasing top-line revenue and decreasing bottom-line costs across business units including, marketing, sales, operations, finance, human resources, IT, procurement, and others. The company is based in Rochester, New York. For more information, visit www.causeandeffectstrategy.com.
Contact Information
Shannon Wojcik
RKG Communications Inc.
585-831-6267

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