MacroSolve's Mobile Apps To Be Offered Through Ad Giants' MODsocket Marketing on Demand Platform

Further expanding national distribution channels for its patented mobile app platforms, MacroSolve announced a distribution agreement with Ad Giants. This marks the second major national marketing and distribution agreement between MacroSolve and a national marketing and advertising firm.

Ad Giants is a premier developer of web-based marketing systems. Backed by T. Boone Pickens and visionary advertising professionals, Ad Giants offers best in class solutions to advertisers. Ad Giants is set to launch MODsocket, a web-based marketing, advertising, and brand management system for small-to-medium sized businesses (SMB).

MacroSolve's patented suite of mobile app platforms including ReForm XT and the Insight line of products, DineInsight, ClubInsight, and SchoolInsight, will be offered through MODsocket. MacroSolve's Illume Mobile division's custom mobile app services will also be part of MODsocket's offerings. Customers may purchase, customize, and download the apps through the MODsocket platform.

"We were looking for a mobile app component to MODsocket that would deliver exactly what SMBs need today. Mobile apps have become an essential component for brand extension. MacroSolve is the clear-cut choice for us due to their superior patented technology, as well as their expertise as a pioneer in the mobile app space," stated Ad Giants President, Donovan Dillon.

"Offering our apps through MODsocket helps us reach customers in a very efficient way. This enables us to ramp faster, with lower costs, and make a significant contribution to our revenues. We anticipate thousands of new customers in the first year of launch. AdGiants is an extremely innovative firm on the forefront of next-generation marketing concepts and technology. We are pleased to have a product that they recognize as being equally innovative in meeting customer needs," stated Clint Parr, President and CEO of MacroSolve.

For more, visit Ad Giants on the web: http://www.adgiants.com [1]
For more, visit MacroSolve on the web: http://www.macrosolve.com [2]

Source URL (retrieved on *12/24/2014 - 8:15pm*):
http://www.ecnmag.com/news/2011/06/macrosolves-mobile-apps-be-offered-through-ad-giants-modsocket-marketing-demand-platform?qt-most_popular=0

Links:
[1] http://www.adgiants.com

[2] http://www.macrosolve.com