Claravine Named As Category Leader in Data Management Software by GetApp

Trusted data management company recognized for its ease of use, value for money, functionality, customer support, and high recommendation rate

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 Claravine, The Data Standards Company, has been placed on GetApp's **Category Leaders Report for the Data Management Category.** Category Leaders are designed to help businesses evaluate which software products may be right for them. Claravine was ranked on the list for stellar performance for its platform The Data Standards Cloud, which empowers marketing data owners to create data integrity globally, providing consistent and quality information to optimize business outcomes.

Claravine empowers a proactive approach to marketing measurement by activating data standards across people and technology – bridging the silos that limit speed and decisions. Used by Fortune 1000 companies such as Carhartt and Under Armour, Claravine's collaborative user interface and strategic integrations with top marketing and advertising platforms enables global organizations to define, apply and connect standards across their ecosystem for faster decisions, greater agility and increased return-on-investment for their digital advertising dollars.

"We're grateful to kick off another year with continued positive recognition from our customers and for the performance of our platform," said Verl Allen, CEO of Claravine. "With the big shifts in the digital advertising and marketing ecosystem, we are a leader among the companies that are helping marketers with the transition to increased use of first-party data, new measurement techniques and attribution models, as well as targeting strategies. We strive to take the drama out of our customer's marketing data and deliver the best experience possible."

With an overall rating of 4.4 out of 5, **Claravine has been a top-rated product on GetApp**. Category Leaders is published on GetApp, the recommendation engine for businesses that need to make the right software choice. Category Leaders rankings highlight top-ranked North American software products based on ratings from end-users in five key areas: ease of use, value for money, functionality, customer support, and likelihood to recommend.

Claravine also recently won the **2022 AdExchanger Awards for Best Data Technology** and was recognized as a **2022 AdExchanger Programmatic Power Player** and a cool vendor in the **2022 Gartner Cool Vendors in Marketing Data and Analytics report**.

About Claravine

Claravine is The Data Standards Company. We help brands and agencies deliver on the promise of modern marketing by standardizing taxonomies, naming conventions, and metadata across all digital experiences. That's why a quarter of the Fortune 100 use our platform, The Data Standards Cloud, to define, apply and connect standards across their ecosystem for faster decisions, greater agility, and increased ROI.

Contact Details

Kite Hill PR

Maggie Stasko

maggie@kitehillpr.com

Company Website

https://www.claravine.com/

Tags

CLARAVINE   GETAPP   DATA INTEGRITY   DATA MANAGEMENT

DATA STANDARDS   DATA LEADER   CATEGORY LEADERS REPORT