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Pearl Thinks, LLC Announces Strategic Platform Partnership with Mailchimp

FOR IMMEDIATE RELEASE

October 29, 2019 Boston, MA – Pearl Thinks, LLC, a leading data technology company and the developers of Pearl, the Customer Data Platform for e-commerce and retail businesses, today announced their latest integration with top email marketing platform, Mailchimp.

With this new integration, Pearl and Mailchimp subscribers now have real-time synchronization of their email engagement data across platforms and the ability to apply Mailchimp tags within Pearl. The seamless flow of data across platforms enables users to optimize Pearl's insights to build smarter audience segments and deliver timely and relevant Mailchimp email campaigns that drive greater engagement and conversion.

Integrated with Mailchimp, Pearl is a brand's all-in-one marketing communications, customer engagement and marketing activation platform, eliminating the guesswork of why, when and how to execute targeted marketing campaigns.

Pearl continues to develop and deploy industry-first innovations and solutions like the *Relationship Lifecycle™*, a methodology for visualizing a customer's journey to brand loyalist; the *Database Rx™*, a tool for brands to calculate the overall database health; and the *Marketing Data Assessment*, a holistic report on the accuracy, completeness and potential of your brand's contact database.

Pearl's product and services empower e-commerce brands with the data-driven wisdom about their customers and prospects that delivers significant ROI.

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About Pearl Thinks, LLC:

Pearl Thinks, LLC is a data technology company helping e-commerce brands of all sizes accelerate revenue growth by converting data into long-term customer and database value through data unification, enrichment, analytics, and marketing activation strategies. www.pearlthinks.com