

FOR IMMEDIATE RELEASE

## **MarketShare Partners Offers Marketing Mix Recommendations Tool to Bank of America's Small Business Online Community**

LOS ANGELES, Calif.—September 9, 2009 – [MarketShare Partners](#) (MSP), the industry-leading [marketing analytics firm](#), announced today that it is offering a small business-oriented version of its Compass™ analytics software to Bank of America's (NYSE: BAC) [Small Business Online Community \(SBOC\)](#). The Compass tool provides small businesses with expert guidance on how much to spend on marketing and what types of marketing to use based on specific revenue or profit targets. A trial version is available to all SBOC users at <http://smb.marcompass.com/landing.cfm>.

“In today’s world, the number of media options and their relative effectiveness has never been more confusing for a small business owner,” said Wes Nichols, Co-Founder and CEO, MarketShare Partners. “We are pleased to offer Bank of America’s Small Business Online Community members a way to do this using an objective evaluation tool such as Compass. Compass looks across key local marketing and digital marketing options and provides very clear recommendations about how much to spend and where the dollars should go.”

Compass is a first of its kind tool that helps small businesses evaluate key questions including: “How much should I invest in advertising?”, “What types of marketing work best for my business including print, radio, search, display and social media?” and “How do my results compare with other similar businesses?”. Based on MSP’s sophisticated technology, Compass can help companies accurately predict which components of its marketing mix are working and how it can be better allocated to maximize goals.

Compass Lite works with only a few simple steps. First, a SBOC customer answers questions about their type of business, customers, products and current advertising. Then, the software gets to work to make overall recommendations based on real results from thousands of companies. Lastly, SBOC will connect the small business to companies that can help implement the findings.

The Small Business Online Community enables users to benefit from others' experience by connecting them to exchange ideas and information, as well as access to valuable articles. Contributions and members are rated by the community, and the most helpful may be prominently featured across the site. To register, go to <http://smallbusinessonlinecommunity.bankofamerica.com>.

<http://twitter.com/marketsharep>

### **MarketShare Partners**

MarketShare Partners (MSP) is the industry’s leading marketing analytics firm that is transforming the world of resource allocation and marketing measurement. Founded in

2005, MSP has helped companies of all sizes enhance their advertising and sales programs, including many of the world's most recognizable brands. The company has developed a suite of proprietary software solutions that enables companies to determine how best to target the 21st Century consumer who, in this era of fragmentation, social media, search and DVRs, is harder to reach. By evaluating key drivers of a company's business, such as macro-economic factors, product innovation, industry and client-specific data as well as brand buzz, MSP helps companies make smarter decisions regarding where to most effectively spend their marketing, sales and promotional dollars. For more information, go to [www.marketsharepartners.com](http://www.marketsharepartners.com).

**Media Contacts:**

Jennifer Stephens Acree  
JSA Strategies  
(310) 780-3331  
[jennifer@jsastrategies.com](mailto:jennifer@jsastrategies.com)