MediaMath Recognized as "Visionary" in Gartner's Magic Quadrant for Digital Marketing Hubs

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NEW YORK, Jan. 7, 2016 /PRNewswire/ -- MediaMath, the global advertising technology provider behind the TerminalOne Marketing Operating System™, today announced it has been positioned by Gartner, Inc. in the "Visionaries" quadrant of the "Magic Quadrant for Digital Marketing Hubs."[i]

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"We consider our positioning in the Visionaries Quadrant by Gartner confirmation of our mission to enable advertisers to achieve goal-based marketing at scale," said Joe Zawadzki, CEO of MediaMath. "Through our open, extensible platform and deep partnerships with other technology providers, we invite marketers around the globe to build a technology stack that helps them achieve the outcomes that matter to their specific business, in a transparent way. We have a number of pending product launches coming in 2016 that we expect to further enhance our market position."

The Magic Quadrant is a market research report prepared by Gartner analysts that evaluates companies in different industries to provide an overview of a market and its trajectory and maturity. Providers are assessed on their ability to execute and for completeness of vision. The quadrants include "Challengers," Leaders," "Niche Players" and "Visionaries."

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About MediaMath

MediaMath (www.mediamath.com) is a global technology company that's leading the movement to revolutionize traditional marketing and drive transformative results for marketers through its TerminalOne Marketing Operating System™. A pioneer in the industry introducing the first Demand-Side Platform (DSP) with the company's founding in 2007, MediaMath is the only company of its kind to empower marketers with an extensible, open platform to unleash the power of goal-based marketing at scale, transparently across the enterprise.

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[i] Gartner "Magic Quadrant for Digital Marketing Hubs" by Andrew Frank, Jake Sorofman, Martin Kihn and Christi Eubanks, 5 January, 2016

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