



## AN INTRODUCTION TO.... **MARKIFY**

**JULY 2021**

### **WHO ARE MARKIFY?**

Markify is all about behavioural science and its application to your marketing and advertising. Through a combination of services and technology, they work to increase the effectiveness of their customers' marketing and advertising spend.

Based in the United Kingdom, Markify work with businesses in almost any type of industry to help them to drive customer behaviour through the improved effectiveness of their marketing spend. They believe that by applying the science and using an excellence framework, they can increase engagement, increase impact - and ultimately improve sales performance.

### **SIMPLY PUT - WHAT DO THEY DO?**

The Markify team work with their customers to increase marketing effectiveness. Their service is divided into two specific parts.

- First of all is '**Behavioural Marketing Strategy & Planning**' where they work to uncover the behavioural analysis of a customer's journey and how that might be shaped to best effect.
- Secondly, it is then about '**Behavioural Marketing Execution**' - using behavioural science to increase the impact of the strategy and to then measure, score and increase engagement and impact.

Markify is able to assess the 'behavioural quality' of the marketing content using evidence-based behavioural science and score the content across 'awareness', 'engagement', 'impact' and 'overall effectiveness'. They then make actionable recommendations to improve scores and thereby boost the output of marketing spend. Their platform benchmarks and tracks the behavioural quality over time so that the marketing team are continually improving and reaching expected performance per asset.

Customer results have seen impressive improvements across campaign engagement, depth of engagement, CTA increases and importantly, sales increases.

### **WHY YOU NEED TO KNOW ABOUT THEM...**

The challenge to communicate with your customer has perhaps never been greater. The last few years has seen a major change in buying behaviour as more customers purchase online and take on more of the burden of investigating their chosen product or service ahead of engaging with the selling organisation. Furthermore, B2B selling has been severely limited by the pandemic as the opportunity to meet prospective clients at events has been stopped, customer diaries are filled with online meetings and contacts are working from home. Marketing and advertising through social channels - and specifically using visual means - has become a necessity. It is therefore critical that every possible improvement is sought to stand out from the crowd and to make the marketing dollars that more effective. Markify bring a new dynamic and the whole area of Marketing Behavioural Science is in a growth phase.

#### **Headquarters:**

London, United Kingdom.

#### **Website:**

[www.markify.io](http://www.markify.io)

#### **Primary Business:**

Computer Software.  
Behavioural Marketing.

#### **Established:**

2019

#### **Chief Executive:**

Dave Pinnington

#### **Founders:**

Dave Pinnington  
Garry Doel

# MARKIFY

## FOUNDERS & LEADERSHIP TEAM.

The co-founders of Markify are **Dave Pinnington** and **Garry Doel** and they set-up the business in 2019 in order to help customers drive improved performance from their marketing and advertising efforts.

Dave Pinnington is a professional marketer having worked in the sector for much of his 25 year career. He is passionate about behavioural science in the marketing arena and lectures on the subject at University. Garry Doel comes from an IT and entrepreneurial background having worked for a number of well-known businesses. They are building out a team focused on helping organisations really get to grips with the opportunity that behavioural science can bring to marketing leaders.

## WHAT VIEWPOINT ANALYSIS LIKE ABOUT THEM.

- The Markify team is passionate about their subject. They believe in the application of behavioural science to drive marketing performance. Dave Pinnington lives and breathes the subject and is also an academic in the area and this really drives the subject to the heart of the operation.
- With the advent of social media, advertising needs to stand out and it needs to drive behaviour in a shorter space of time than ever before. At the same time, the aftermath of the pandemic has driven more marketing dollars online - with advertisers seeing increased costs and competition from a multitude of vendors. Behavioural Science is designed to help swing the odds in the customer's favour.
- They take a defined marketing plan and apply science to make the combination of the two greater than the sum of their parts. By monitoring scores over time, the marketing team can improve capability across marketing assets.
- Marketing Software and Marketing Execution are both well-trodden paths in enterprise software - 'Behavioural Science' is a new angle.

## ABOUT VIEWPOINT ANALYSIS

Viewpoint Analysis Ltd is a Vendor Insight Analyst. We spend our time understanding the global IT vendor community so that our customers don't have to. We use this deep understanding to then guide end-user businesses to find the right technology vendors to meet their needs and help the IT vendor community through promotion services to help them stand-out from the crowd and find new pipeline.

### Contact Viewpoint Analysis:

Email - [Contactus@viewpointanalysis.com](mailto:Contactus@viewpointanalysis.com)

Telephone - +44 113 5129252

Twitter - [Viewpoint\\_tweet](#)



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