



Domo Named to Constellation ShortList™ for Marketing Analytics Solutions

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Marks Domo's Third Time on this List of Solutions Designed to Help Marketers Manage Campaign Performance and Prove Revenue Contribution

SILICON SLOPES, Utah, Sept. 05, 2018 (GLOBE NEWSWIRE) -- Domo Inc. (Nasdaq: DOMO) today announced it was named to the Constellation ShortList™ for Marketing Analytics Solutions in Q3 2018. As one of six vendors included in this latest Constellation ShortList, Domo offers key requirements for early adopters pursuing digital transformation initiatives, including ease of use, robust attribution capabilities, integration for consolidated campaign visibility and more.

For [data-driven marketers](#), Domo connects all the data you care about and puts it in one place so you can center strategic discussions around real-time data and clearly demonstrate marketing's contribution to the bottom line. Domo's powerful visualizations enable marketers to analyze cost, observe campaign performance and gain granular insights into revenue contribution in real time.

Evaluating over 29 vendor solutions in the Marketing Analytics category, the Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. The six vendors on the list provide key functionality and requirements for early adopters pursuing digital transformation initiatives.

Key criteria for inclusion on the Constellation ShortList include:

- Ease of use and set up for non-technical users (marketers)
- Ability to ingest and report on cross-channel marketing and advertising data
- Robust marketing attribution capabilities
- Visualization from dashboard to campaign details with minimal clicks
- Integration with salesforce automation, marketing automation, advertising platforms and other marketing data sources for consolidated campaign visibility
- Extensibility through ecosystem of third-party integration apps
- Facilitate data collaboration with other marketers
- Role-based access and security
- Product vision and roadmap
- Post-sale support and community

"The latest Constellation ShortList updates reflect the leading solutions sought after by both our analysts and early adopter clients. We often work with market leader and fast follower clients to identify the leading solutions that apply exponential technologies to enterprise scale and security requirements. These lists constantly change, and the updates reflect the dynamism in the market and the expertise our analysts have in recommending the best solutions to our clients," said R "Ray" Wang, chairman and founder at Constellation Research.

This is Domo's fifth Constellation ShortList placement and the third time Domo has been named to the Marketing Analytics Solutions list, including Q1 2018 and Q3 2017. Domo was recently recognized on the Constellation ShortList for Cloud-based Business Intelligence and Analytics Platforms in Q1 and Q3 2018.

For more information on the Domo platform, visit <https://www.domo.com/product>.

About Domo

Domo's mission is to be the operating system for business, digitally connecting all your people, your data and your systems, empowering them to collaborate better, make better decisions and be more efficient, right from their phones. Domo works with many of the world's leading and most progressive brands across multiple industries including retail, media and entertainment, manufacturing, finance and more. For more information about Domo (Nasdaq: DOMO), visit www.domo.com. You can also follow Domo on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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