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Latana Core Intro/ Close:

Latana, is an AI-Powered brand tracking solution, designed to help brands make better marketing decisions. The cutting-edge technology leverages key insights to help companies of all sizes track their brand and campaign performance. An international market leader in brand tracking services, Latana is one of the first companies to use advanced survey techniques (MRP - Multilevel Regression and Poststratification) to measure brand performance.

Quote 1:

“As the team continues to push the boundaries of consumer insights.” says CEO, Nico Jaspers, “Latana is spearheading efforts in bringing world-class analytics to consumer brands”.

Quote 2:

Rytis Jakubauskas, General Manager at Latana, says, “More than two thirds of marketers make decisions based on their instinct and intuition. However, as brands shift away from pure performance marketing to focus on building their brands, they can gain an edge by understanding the extent to which their brand is recognized by different audience groups and using these insights to inform their marketing.

“Perhaps they are winning in unexpected areas, which could be an opportunity for further investment and growth. Or it could be that the audience they are targeting isn’t as brand aware as they hoped – which could signal the need for a new or modified marketing push. Armed with the data provided by Latana, brand managers and marketers can make the right decisions for their business and their future success.”

Body: (stakeholder should fill this out)

Core Close: About Latana

Latana is a software technology company focused on brand analytics. Its platform allows users worldwide to understand key brand insights for both themselves and their competitors. For more information, visit www.latana.com or find Latana on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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