

Meredith Xcelerated Marketing Receives Sitecore's Ultimate Experience Award For North America For Its Benjamin Moore Website

NEW YORK, March 16, 2017 /[PRNewswire](#)/ -- Meredith Xcelerated Marketing (MXM) has been awarded the [Sitecore®](#) "Ultimate Experience Award" for North America for 2016 for its website work for [Benjamin Moore](#).

Every year, Sitecore honors customers and their partners who thoroughly demonstrate how their Sitecore solution is delivering an outstanding experience for customers and their own organization.

For each region across the globe, Sitecore selects the winners of six specific context marketing categories and then one overall award - the Ultimate Experience Award - to the website that best demonstrates how Sitecore delivers the right content, to the right customer at the right time.

"We are thrilled to be honored as the Sitecore Ultimate Experience Award winner for North America," said Mark Bieschke, Chief Technology Officer, MXM. "Sitecore's Experience Platform™ offers Benjamin Moore unparalleled context marketing capabilities, while also giving our technical team the power and flexibility needed to bring MXM's creative vision to life."

"Sitecore is an ideal solution for premium brands like Benjamin Moore, where a world-class experience is essential, from interaction with content and tools on the website, through purchase and use of the product," added Kristi VandenBosch, MXM's Chief Digital Officer. "We were able to reinforce that experience, end-to-end."

About the Experience Awards

The Sitecore Experience Awards is an international competition held on an annual basis. Winners are selected in several categories within each region. The nominations list is based on input from partners, customers, the press, analysts, and colleagues. Nominees are asked to submit an application outlining how they are using Sitecore to generate amazing experiences that feel personal to every customer and create a powerful brand halo across every channel that delivers real business results. Winners demonstrate creativity in presentation, integration with rich data sources and applications, an ability to educate, inform and motivate to action, and a compelling overall user experience. Visit www.sitecore.net/Sitecore-experience-awards to learn more about the awards and how to enter.

About Meredith Xcelerated Marketing

Meredith Xcelerated Marketing (MXM) is an award-winning, content-powered digital agency with unmatched digital expertise across all channels. We provide fully integrated marketing solutions for some of the world's top brands, including Benjamin Moore, Kraft Heinz, Allergan, TGIFriday's and NBC Universal. Through its rich 46-year history, MXM has established itself as the dominant force in custom content and customer relationship marketing platforms. A pioneer in this hyper-connected world, MXM pairs insightful strategy and trailblazing-creative with world-class technical development and expert analytics to connect with consumers at every stage of their journey. MXM employs more

than 500 people globally and is a part of Meredith Corporation (**NYSE:MDP**; www.meredith.com), a publicly owned media and marketing company. Visit www.mxm.com for more information.

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