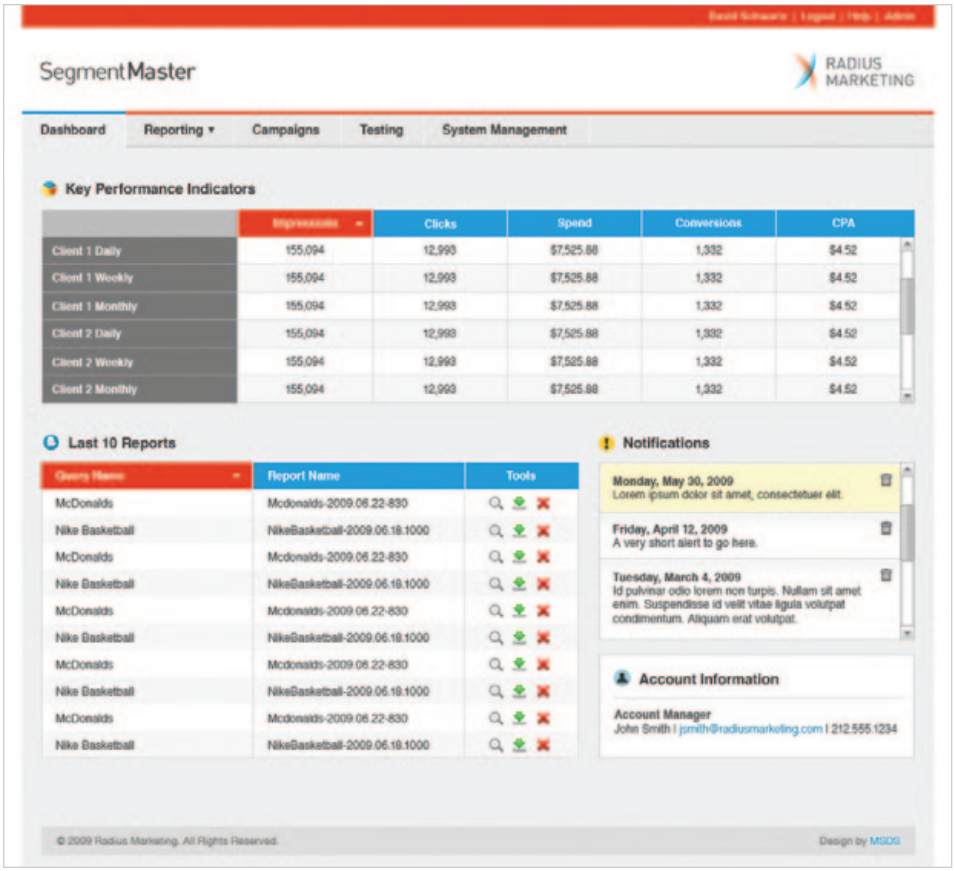
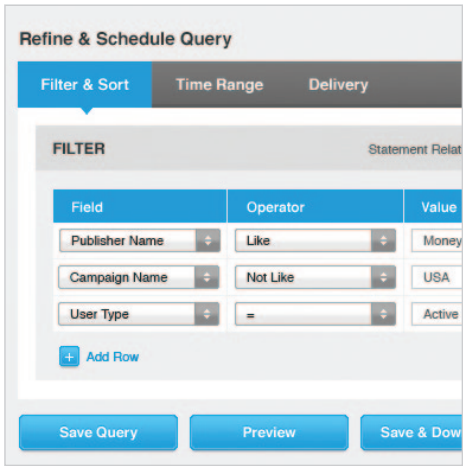
Radius Marketing
The Science of Acquisition Marketing







Business Challenge
Radius Marketing combines their statistical advertising and marketing analysis with a proprietary software product to drive client success to turn their clients' raw data into accurate and actionable information that illuminates the path to maximizing ROI. What they needed was a brand identity to match their industry pedigree and a comprehensive user experience redesign of their black-box software product to help their clients more effectively manage their multi-channel marketing campaigns.

What We Did
A redesigned logo, identity and client-facing website visually stakes Radius' claim in the marketplace and positions them to better execute on their long-term growth strategy, A complete user experience redesign of the company's core software product—from process flow through to the front-end—makes sure the brand delivers on its promise at the most critical point of contact. Radius' new application is more than just visually on-brand—it delivers an efficient, elegant experience, helping clients' more effectively managing data and maximize campaign ROI.

"MSDS is a true thought partner. Their work not only shaped the user experience of our software, but also helped us develop a better, more useful product for our customers. They focused everyone on examining the alignment of our business goals with the needs of our users and made sure we were asking the right questions throughout the process."

Adam Brothers, COO
Radius Marketing

MSDS