

DARTMOUTH, NS, August 21, 2014 **/24-7PressRelease/** -- SimplyCast has been ranked in the top quadrant for marketing automation solutions by Raab Associates Inc., an independent consulting firm that researches marketing technology and analytics.

Raab finds that SimplyCast is rapidly growing its new features and new analytics tools to provide a powerful, comprehensive solution.

SimplyCast has achieved triple digit growth in the first two quarters; 266 % in Q1 and 216% in Q2.

Dartmouth, Nova Scotia, August 19, 2014 - SimplyCast.com, a global leader in multi-channel marketing Platform-as-a-Service solutions, is proud to announce that it has achieved a coveted top quadrant position on the Raab Associates VEST report for 2014.

Raab Associates Inc. is an independent consulting firm that helps clients select the right marketing technology and analytics tools for their unique needs. The annual Raab VEST report rates marketing technology for vendor and product fit, provides insight into the industry as a whole, and shows how marketing technology vendors are adapting their solutions. SimplyCast is one of the top rated platforms. For more information, please visit <http://www.raabguide.com/vest>.

"We are very excited to be in the top quadrant. We have been working hard to make our platform the most comprehensive marketing automation platform available," said Saeed El-Darahali, President and CEO of SimplyCast. "The SimplyCast platform provides the powerful communication tools and detailed analytics that businesses of every size require for success. We continue to be a leader for small business marketing automation, enabling businesses to grow."

SimplyCast achieved 266% growth in Q1 and 216% growth in Q2. SimplyCast was also ranked fifth in total number of customers and is in the top ten for most popular marketing automation software, according to Capterra, a leading online directory of business software and vendors.

Marketing automation is one of the fastest growing industries, and is projected to reach over \$1.2 billion in 2014. SimplyCast has customers in the real estate, healthcare, nonprofit and

automotive industries and many others. One of the biggest demands from companies is for analytics tools, and marketing automation solutions fill this need. SimplyCast has detailed reporting software and a newly implemented powerful Contact Manager that enables customers to nurture their leads and contacts through the sales cycle based on detailed individual tracking. The Contact Manager tracks behavior, purchases, specific dates, notes from staff members, lead score and rating and more. It helps customers manage and nurture leads through automation.

SimplyCast 360 is an automation marketing solution designed to reduce manual tasks while allowing organizations to communicate with their customers and clients in a highly targeted way that was previously unavailable on the market. SimplyCast 360 is used by the e-commerce and automotive industries, sports teams, nonprofit organizations, marketing agencies and government. It is also ideal for communication in emergency situations such as forest fires, bomb threats or blizzard warnings.

About SimplyCast

SimplyCast.com is a leading provider of interactive and multi-channel communication software for organizations worldwide. The company's 360 Customer Flow Communication Platform is a feature-rich solution combining marketing automation, inbound marketing and interactive communication. With customers in over 175 countries, including many of the most recognized brand names around the globe in retail, non-profit and hospitality industries, SimplyCast provides organizations the ability to effectively reach customers on their preferred mode of communication.

For More Information Contact:

Veronica Taylor Ph. 866-323-6572, Ext. 1403 <http://www.SimplyCast.com>