

PITTSBURGH, Dec. 27, 2013 /PRNewswire/ -- Branding Brand, the world's fastest-growing [mobile commerce platform](#) provider, today announced it has been ranked as the leader in Forrester Research, Inc.'s report entitled, "The Forrester Wave™: Mobile Commerce Solution Providers, Q4 2013."

According to the report, "Branding Brand leads the pack. Branding Brand obtained the highest scores for both its current offering and its market presence. The firm stands out from the crowd with a robust and rapidly growing client base in retail, a focus on pushing innovation, and a strong technology platform. It goes beyond being a mobile technology provider -- clients find particular value from the hands-on mCommerce consulting and retail insights that the firm brings to the table, the program management skills, and the firm's responsiveness to client ideas. Beyond a strong grounding in consumer-facing mobile Web and apps, the firm has been successful in growing its installed base with existing clients to power other commerce experiences, particularly in-store kiosk and associate clienteling apps."

"Branding Brand is a retail mobile agency that has invested in building a mobile commerce platform rather than doing bespoke client implementations," said the report. "Unlike other mobile agencies, Branding Brand's investment in the underlying mCommerce platform allows it to rapidly push out new mobile innovations (e.g., Passbook) across its client base at a low cost."

"We are proud to see our platform ranked as the leader in Mobile Commerce Solution Providers," said Chris Mason, Branding Brand co-founder and CEO. "Now, it is our responsibility to continue innovating and earn this honor every day. We look forward to the challenge and are excited for the future of mobile commerce."

Branding Brand powers mobile commerce sites and apps for over 200 of the world's leading retailers, including American Eagle Outfitters, Costco, and Ralph Lauren. Founded in 2008 by three friends from Carnegie Mellon University Carn

## Branding Brand "Ranked as the Leader" in Mobile Commerce by Global Independent Research Firm

Written by Australian Business

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, the company launched a mobile platform at the end of 2009 to seamlessly extend brands into optimized experiences for smartphones, tablets, and in-store. It is now the largest m-commerce provider to the Internet Retailer Top 500. For more information, visit

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A copy of the report can be downloaded at: <http://brandingbrand.com/wave>

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