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Attentive Co-Founder & CEO, Brian Long, Recognized as a DMN 2019 40UNDER40 Award Winner

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Aug. 6, 2019, 08:00 AM

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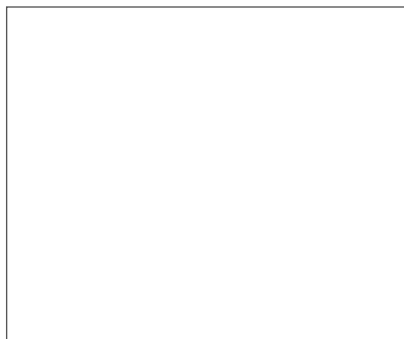
NEW YORK, August 6, 2019 /PRNewswire-PRWeb/ -- DMN, a leading provider of digital and data-driven marketing news, has recognized Brian Long, CEO & Co-Founder of Attentive, as one of the top 40 marketing industry professionals under the age of 40 for 2019.

Winners of the 2019 40UNDER40 Award presented by DMN represent the marketing industry's most extraordinary high achievers, all under the age of 40. The winners are hand-selected by DMN's editorial team and must meet certain criteria to be considered for this award. The editorial team looks for innovation, impactful results, and a stellar career trajectory.

Long has focused his career on developing cutting-edge solutions for challenges faced by digital marketers. After holding various positions at media and technology companies like CNET and Crossboard Mobile, Long co-founded and served as CEO at TapCommerce, a mobile app re-engagement technology. The company was acquired by Twitter in 2014, where Long led the integration of the TapCommerce product and the Twitter mobile team.

In 2016, Long co-founded Attentive, a personalized mobile messaging SaaS platform. Under Long's leadership, Attentive now helps marketers at over 400 leading businesses create and scale a new revenue channel: mobile messaging.

"Marketing is a constantly evolving space, and brands today face a lot of pressure to keep pace with what is coming next," said Brian Long, Co-Founder & CEO of Attentive. "Mobile messaging is where brand communications and customer relationship management is headed, and I'm honored to get to partner with marketers at the most innovative companies to shape that future."



"The honorees chosen reflect the best of the best under 40 in the industry," Kim Davis, DMN's editor-in-chief, adds. "Whether they're revolutionizing their brands, or building winning teams and strategies, these are the marketers to watch."

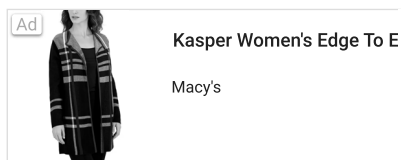
Additional information on award recipients can be found at DMN40UNDER40.com.

About Attentive:

Attentive is a personalized mobile messaging platform for innovative e-commerce and retail brands that can quickly become a top 3 revenue channel. Using real-time behavioral data, Attentive automatically sends engaging text messages to each subscriber at every step of the customer lifecycle. 400+ brands rely on Attentive and see strong performance, like 30%+ click-through rates and 25x+ ROI. To learn more or request a demo, visit <http://www.attentivemobile.com>.

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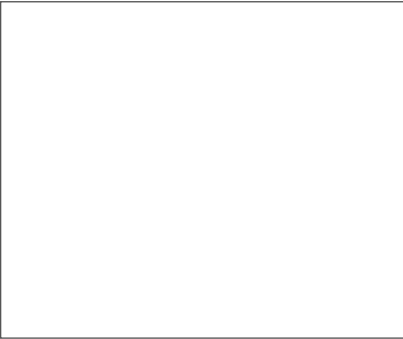
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▼ AAPL (/stocks/aapl-stock)	191.60	0.15	0.08	Official Close 11/20/2023
▼ MSFT (/stocks/msft-stock)	378.50	1.06	0.28	Official Close 11/20/2023
▼ NFLX (/stocks/nflx-stock)	474.60	0.13	0.03	Official Close 11/20/2023



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