

NCSolutions, Leading Advertising Effectiveness Research Firm, Appoints Feintuch Communications as its PR Agency of Record

NEW YORK, March 4, 2020 /[PRNewswire](#)/ -- NCSolutions (NCS), the leading company for improving advertising effectiveness for the consumer packaged goods (CPG) ecosystem, has selected [Feintuch Communications](#) as its public relations agency of record.

Founded in 2010 and headquartered in New York, with offices in Chicago, Cincinnati and Tampa, NCSolutions is the leader in helping brands improve their advertising effectiveness on every platform, channel, and device. Its research-based insights, collective wisdom and proven techniques enable marketers to target the right audiences based on in-store purchase behaviors, optimize campaigns while in-flight and measure the resulting incremental in-store sales.

"Our proprietary approaches, years of experience, and technologies are unrivaled in the advertising industry for helping marketers and platforms more effectively target their audiences and inform them how their campaigns are driving sales – while in progress as well as upon their completion," said Lance Brothers, chief revenue officer NCSolutions. "Feintuch Communications has strong experience in advertising and marketing technologies, including a previous collaboration when they worked with Arbitron. We look forward to their guidance and support in targeting the advertising, marketing, research and CPG markets with our core value proposition and key messaging."

Feintuch Communications' NCSolutions team includes Henry Feintuch, president; Rick Anderson, senior managing director; and Doug Wright, senior account director. Together, the team has decades of experience in advertising and marketing technology and with market research clients including MarketingSherpa, Arbitron, Scarborough Research, Health Club Media Network, Advertising Research Foundation (ARF), Millward Brown Optimor, TNS, Linkstorm, Krux, Lippincott and SQAD.

"NCSolutions, now celebrating 10 years of innovation and achievements, has introduced new cutting-edge concepts and methodologies for audience targeting, ad campaign measurement and in-flight ad optimization," said Henry Feintuch, president, Feintuch Communications. "We're pleased to join the team as the company accelerates its pace of innovation and introduces even more next-gen technologies to help its clients and partners further improve the effectiveness of advertising across all media."

About NCS

NCSolutions (NCS) makes advertising work better. Our unrivaled data resources powered by leading providers combine with scientific rigor and leading-edge technology to empower the CPG ecosystem to create and deliver more effective advertising. With NCS's proven approach, brands are achieving continuous optimization everywhere ads appear, through purchase-based audience targeting and sales measurement solutions that have impacted over \$25 billion in media spend for our customers. NCS has offices in NYC, Chicago, Tampa, and Cincinnati. Visit us at ncsolutions.com to learn more.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B2B and B2C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

SOURCE Feintuch Communications, Inc.

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