

## **MINERVA by Blueocean Market Intelligence Heads to Los Angeles for Shop.Org 2017 Summit**

**Los Angeles, September 20, 2017** - Blueocean Market Intelligence is proud to be a silver sponsor and exhibitor at Shop.org 2017 Summit scheduled on September 25-27, 2017 at Los Angeles, CA. The Opening Party is on us too!

Blueocean Market Intelligence will be showcasing its unique digital competitive intelligence platform **“Minerva”** at booth #2051. Minerva is an SCIP endorsed, complete digital competitive intelligence solution that provides near to real-time competitive details on tactical and strategic moves to brands and retailers. Minerva focuses on providing meticulous insights on the competitive landscape by conjoining data from multiple sources to give a true picture of 5P strategy and deployment among competitors. It addresses the need for synthesized, insightful, and all-inclusive views of competitive strategies in a timely manner to drive effective business decisions, making it a win-win across business functions.

Blueocean Market Intelligence's Senior Vice President, Anees Merchant, will be present at the event and will be speaking at the Tech Talk scheduled on September 27, 2017, 9.30–9.50 AM. Also meet Product Head–Minerva, Nishchay Mathur, and Director–Client Services, Jasmeet S Sraw, at the event to find out how Minerva can give your business distinct advantage by providing a unified, near to real-time view of 5P dynamics with easy access to different aspects of competitive intelligence. With our world class analytics and domain expertise, you will find the acumen you need to drive strategic decisions across all 5Ps (Product, Place, Price, Promotion, and People), creating 360-degree value for your business. Schedule a demo and have a chance to win a Google Home by raffle.

To learn more about Minerva by Blueocean Market Intelligence, visit [www.myminerva.ai](http://www.myminerva.ai)

### **About Blueocean Market Intelligence**

Blueocean Market Intelligence is a global analytics and insights provider that helps corporations realize a 360-degree view of their customers through data integration and a multi-disciplinary approach that enables sound, data-driven business decisions.

Blueocean Market Intelligence includes more than 1,200 professionals serving the world's largest companies from offices in the United States, United Kingdom, Singapore, Dubai and India.

### **CONTACT:**

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