

# WHITE HORSE

Contact:  
Lara Haehle  
503.471.4200  
[Email](#)

## Independent Research Firm Lists White Horse in Report About Choosing the Right Mobile Partner

Portland, OR, January 3, 2012 — A November 2011 report from Forrester Research, Inc., entitled “How To Grow Your Mobile Campaign Expertise” features White Horse among 18 digital agencies in the U.S. that companies should turn to for mobile marketing strategic services.

This report notes White Horse’s capabilities in the following areas:

- Comprehensive mobile strategy
- Creative design and development
- Mobile architecture and technology
- Campaign delivery
- Mobile planning/buying
- Mobile analytics

The Forrester report also notes that White Horse provides single-channel strategies for display, search, Apps, bar codes, SMS (Short Message Service, a text messaging service component), mobile websites and email campaigns.

White Horse’s user-centered approach to mobile strategy emphasizes mobile’s role in the broader digital experience. “We see mobile as increasingly embedded in a multi-stop customer journey that spans a range of contexts,” said Jen Modarelli, Principal and CEO of White Horse. “The right mobile strategy emphasizes channel integration based on the needs and habits of real users.”

### About White Horse

White Horse is a 31-year-old digital marketing agency relentlessly committed to delivering the optimal consumer experience across all digital channels. White Horse services include digital strategy, Web development, digital marketing, technical engineering, social media, mobile, and audio/video production. [View the White Horse portfolio.](#)

###

KWs:

Forrester  
Mobile  
Mobile phone  
Mobiles  
Mobile phones  
What is analytics  
Analytics  
Windows mobile  
Adwords  
Mobile me  
Mobile internet  
Webmaster  
My mobile  
Boost mobile  
Mobile app  
Mobile web  
Mobile apps  
Google mobile  
Mobile website  
One mobile  
Simple mobile  
Advertising agency ad  
Advertising agencies  
companies  
Advertising agency  
companies  
Mobile media  
Mobile business  
Google analytic

Mobile market  
Web analysis  
Mobile websites  
Data analytics  
Mobile ad  
Web analytics  
Analytics web  
Send messages to mobile  
Messages send to mobile  
Mobile testing  
Website analysis  
Advertising mobile  
Mobile advertising  
Advertising in mobile  
Sms bulk text  
Google analytics  
Ad marketing agency  
Analitics  
Web trends  
Webanalytics  
Website tracking  
Site analytics  
Web analytic  
Phone sms messages  
Mobile commerce  
Website analytics  
Analytics website  
Analytics for website  
Business analytics

Business advertise  
Marketing advertising  
agencies  
Advertising agencies  
marketing  
Advertising agency  
marketing  
Advertising marketing  
agency  
Marketing design agency  
Marketing and design agency  
Design marketing agency  
Sms text alerts  
Mobile ad networks  
Design and marketing  
agencies  
Marketing design agencies  
Marketing and deisgn  
agencies  
Ad agency creative  
Creative ad agency  
Mobile promotions  
Web analytics site  
Web site analytics  
Marketing analytics  
Business intelligence  
analytics  
Analytics api  
Analytics