CIOReview Names Marketpath One of 20 Most Promising Web Content Management Solution Providers

CIOReview is a technology magazine and neutral source for technology decision makers that review technology solutions that can redefine organizational business goals. CIOReview has announced their 20 Most Promising Web Content Management Solution Providers for 2016. Marketpath was selected as one of the best Content Management systems based upon CIOReview's extensive evaluation.

Fremont, CA -- The industry's Most Promising Web Content Management Solution (WCMS) Providers have been selected by CIOReview, an independent authority on enterprise technology solutions, for 2016. Numerous applicants were reviewed in order to determine their list of the 20 most promising WCMS providers available on the market.

After extensive evaluation, the independent research team with CIOReview Magazine named Marketpath as one of the most promising web content management solution providers in the industry in their February, 2016 issue. Marketpath excelled during the evaluation process based upon an internally developed set of evaluation criteria. "Our list has been compiled by the CIOReview editorial board and a panel of expert advisors for the purpose of recognizing and highlighting the companies demonstrating outstanding performance in the market today," said Jeevan George, Managing Editor, CIOReview.

"We are honored by our selection and for being viewed as a leader and innovator in the CMS and digital marketing software field. It has always been our goal to provide the most intuitive, easiest to use web content management system on the market for small to medium sized organizations. But with the launch of Marketpath CMS 4.0 later this year, we'll be introducing a new version of our software that not only meets the needs of small business, but also appeals to developers and agencies as well. Marketpath CMS 4.0 will add enhanced digital marketing capabilities, as well as advanced technical capabilities to support the development community with greater flexibility and the ability to build more advanced systems for their client bases.

We believe that Marketpath CMS 4.0 will be the best tool available to support website marketing initiatives that require highly capable solutions for non-technical marketing personnel, while also giving technical developers the back-end tools they need to create value-added customizations. Our new CMS will allow organizations to manage their web presence and website marketing programs to a level they have never experienced before," said Kevin Kennedy, VP of Marketing & Professional Services for Marketpath."

Their strong focus on the client, knowledge of website development and marketing, and powerful, easy to use content management system has earned Marketpath a place as one of the Most Promising Web Content Management Solution Providers for 2016.

About Marketpath, Inc.
Marketpath provides innovative software development, content management and digital marketing solutions that help increase website visibility, engagement, and conversions, while giving non-technical and technical users the ability to update and market their websites. Marketpath's Software-as-a-Service (SaaS) Web Content Management Solutions and progressive marketing tools make website management fast and simple, while improving search rankings, converting visitors into customers, and reducing cost. Marketpath is focused on delivering the most effective and efficient web marketing products and services, with an emphasis on innovation, ease of use, and customer service. For more information visit www.marketpath.com or call 800-657-7786.

About CIOReview Magazine

CIOReview (www.cioreview.com), the technology magazine for corporate and enterprise IT decision makers, presents expert information for technology professionals on how to succeed with technology, sharing innovative solutions from established and up and coming technology companies.

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Keywords: content management, CMS, web content management, WCMS, web design, website development, digital marketing

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