

CD Baby Partners with Revelator to Provide Data Intelligence Services to Customers

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SUMMARY

Revelator, a cloud-based platform that provides an end-to-end sales and marketing intelligence service, has entered into a long-term partnership with CD Baby to provide immediate access to the Revelator platform to CD Baby's 400,000 customers, and integrate Revelator's analytics tools into the CD Baby dashboard.

Revelator, a cloud-based platform that provides an end-to-end sales and marketing intelligence service, has entered into a long-term partnership with CD Baby to provide immediate access to the Revelator platform for select CD Baby customers. Revelator's analytics tools will also be integrated into the CD Baby dashboard.

"CD Baby is an invaluable service to independent artists and record labels, and we at Revelator are excited to partner with them to bring more actionable insights and efficiency to their customers," said Bruno Guez, Founder and CEO of Revelator. "Indie companies and artists need a comprehensive solution to unify their sales and marketing data so they can make informed decisions for their business. By working together, we can provide much more value for CD Baby users, ensuring that they always have autonomy, control, and access of their data, and the tools to succeed in running a music business in today's increasingly complex digital landscape."

"CD Baby artists know that the music industry is a business and are always looking for the best tools available to help them further their careers," said Tracy Maddux, CEO of CD Baby. "We've been impressed by Revelator's ability to provide an all-in-one data solution and are looking forward to integrating their technology into the CD Baby platform."

Revelator is further expanding their client base through talks with a number of other large independent distributors regarding custom or integrated solutions as well as co-branding opportunities. The company continues to welcome new, high-profile independent labels and expand its roster of artist clients. For more information or to sign up for Revelator, visit www.revelator.com. Ollie Buckwell, Revelator's Global Head of Business Development, will also be in New York this week during the New Music Seminar and A2iM's Indie Week events.

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