



For immediate release

SocialCentiv Named Marketer of the Year Finalist by DFW's AMA Chapter Award Recognizes Viral Twitter Campaign for Client Medieval Times

Dallas (May 05, 2015) – [SocialCentiv](#) announces that its Twitter marketing campaign for Medieval Times was named a finalist in the [Marketer of the Year Awards](#), an annual program put on by the DFW chapter of the American Marketing Association (AMA). Winners are announced at an awards gala on May 7 at 6 p.m. SocialCentiv's campaign was recognized for excellence in the social/viral marketing category.

"We are pleased and excited to receive the recognition from AMA – Dallas has a lot of very talented marketers, and we had stiff competition," says SocialCentiv CEO Bernard Perrine, also a co-founder of the company. "We are proud of our partnership with Medieval Times and proud of the successful results of the campaign."

About the campaign: Using Twitter to fill seats

The Texas-based, popular medieval-themed entertainment venue, Medieval Times, needed a 21st century solution to expand its customer base. So they engaged Dallas-based SocialCentiv to run an intent-based marketing campaign on Twitter to help bring more people to its shows in five markets: Dallas, Chicago, Toronto, Lyndhurst, N.J., and Buena Park, Calif.

SocialCentiv's patented technology helped Medieval Times look for local Tweets, based on a list of keywords that suggest a potential guest is looking for a unique entertainment venue or a fun activity for the weekend. Relevant Tweets are pulled onto a dashboard where Medieval Times could respond directly to that potential guest and give them discounted seating for an evening.

"The campaign was very successful," says Perrine. "Medieval Times was able to achieve customer conversion rates of 100 percent or more, and they racked up more than 1,200 new followers on Twitter. Our software performs well, because it qualifies each Tweet as a person with genuine purchase intent."

About SocialCentiv

In August 2014, HipLogiq integrated its portfolio of Twitter marketing applications under a single product line, SocialCentiv. Now, businesses can visit <http://www.socialcentiv.com/> and find a user-friendly, do-it-yourself Twitter marketing tool that makes it easy to create a campaign that tracks keywords and reaches relevant consumers with greater precision by targeting local Tweets. You can be part of the most relevant Tweets as they happen, spot opportunities first, and make a name for yourself with SocialCentiv.

Since May 2013, **SocialCentiv** has received \$12 million in two rounds of funding. For more information, go to www.SocialCentiv.com, like us on [Facebook](#) and follow us on [Twitter](#).

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