

Digivizer and Remarkable strengthen partnership to support disability start-ups

Digivizer will provide analytics platform, and insights into digital marketing program performance, to new Remarkable businesses

interest on email Sydney, 11 May 2021 – Digivizer is again partnering with Remarkable, Cerebral Palsy Alliance’s start-up accelerator program, to support all seven of this year’s Remarkable startup businesses.

The 2021 Remarkable cohort is:

Cure Bionics Humane Medistays Speckles Spix App Theraplay.TV Wearable and Co The partnership continues the investments by both organizations in this startup sector to accelerate disability start-ups, supporting the founders in growing their businesses.

As in previous years, Digivizer will provide this year’s Remarkable companies with six months of access to its real-time analytics platform. This will also include in-platform support, a Digivizer digital marketing masterclass, discounted paid activity, and an initial group digital session for all seven organizations.

Emma Lo Russo, CEO of Digivizer, said: “This has been such a transformative partnership for these exciting new companies over a number of years. Digivizer has been privileged to have been a continuing part of that. When you are in start-up mode, you want every dollar to work especially hard for you. That is where insights can help provide great input into strategy, and into where to invest time and dollars across social, search and web.

“Each year, we return to work with and support the new cohort of Remarkable entrepreneurs. All of them have astonishing personal stories to back up their business ideas. They continue to be some of the most exciting new businesses in Australia. And we love working with all of them, because they are the types of business people we built our technology for – business entrepreneurs with a focus on growing their businesses, without having to be marketing experts.”

Peter Horsley, Founder of Remarkable, said: “There’s a big difference between having access to a great platform, and access as well to great expertise. Our cohort of companies get both from Digivizer. It makes all the difference to them in being able to get off to a flying start in their digital marketing and sales programs, and strategy development.

“This is hugely important. One of our criteria for our support is that these startups must be as commercially viable as possible. That means having a digital marketing and business development plan. Digivizer’s platform makes it as easy as possible to get all of the rich data our cohort companies need.

“The Digivizer team continues to be a partner that cares as well as delivers, and it pays dividends with our cohort. Digital is so important, and for many of these companies, will be their primary method of marketing. Using the Digivizer platform will help them track the performance of their programs, and make timely decisions to maximize their marketing efforts.”

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About Digivizer

Digivizer, founded in 2010, is Australia’s leading digital marketing analytics technology and activations company. Its digital insights help businesses get better results from their digital marketing, across owned, earned and paid media, in social, search and web performance. Digivizer gives businesses the information they need to make better decisions and improve their marketing ROI.

Digivizer’s digital insights are available through a Software as a Service (SaaS) platform affordable to any business, and through add-on digital marketing services.

Digivizer is an ad, development and technology partner of Facebook, Instagram, Twitter, LinkedIn, and Google, and is a marketing and agency partner to Google and Facebook. It is also a partner of start-up venture capital investors Investible and Remarkable, and of global online retail platforms Shopify and BigCommerce.

Digivizer 30-day free trial plans are available at <https://app.digivizer.com/register>.

About Remarkable

Remarkable, the startup venture arm of the Cerebral Palsy Alliance, is Australia’s leading disability-focused impact accelerator. Its mission is to harness the power of technological innovation for driving inclusion of people with disability. Cerebral Palsy Alliance is an organization that provides family-centred therapies, life skills programs, equipment and support for people living with cerebral palsy, and their families.

Contacts

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Twitter: <https://twitter.com/Digivizer>

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