



### **Facts at a glance...**

Denali Marketing is a strategic marketing agency founded with one overarching conviction: We help our clients create loyal customers. Located in Minneapolis, Minn., Denali works with companies to improve customer loyalty by delivering deeply engaging marketing solutions from strategy development, creative design and interactive execution, through analysis and measurement. Denali's proprietary Tally™ software and web applications are the foundation for its flexible client solutions.

### **Founded**

In 2006 by Mark Lacek, Peter Brennan and Greg Heinemann

### **Leadership**

Margaret Murphy: president

Mark Lacek, Peter Brennan, Greg Heinemann, and Scott Cheney: managing partners

### **Core Services & Technology**

Denali is the only Twin Cities agency that drives the entire loyalty initiative – strategy, creative, analytics and systems.

Tally is Denali's proprietary loyalty software. Tally allows you to manage and monitor every aspect of a flexible and adaptable loyalty program. Easily merge Tally with existing corporate systems while retaining full power to administer program/promotion rules, track members and segment them for targeted communications — all from your desktop.

### **Source of Name**

Denali describes what we are – and that's great marketing – elevated.

### **Notable Clients**

Best Buy

Great River Energy

Sun Country Airlines

Toys "R" Us

Wabash Valley Power

Rimage

Luxottica Retail

### **More information**

[www.denalimarketing.com](http://www.denalimarketing.com)