



## **Purechannelapps™ has been chosen as a 2015 Red Herring Europe Winner**

20/04/15, BATTLE, UNITED KINGDOM- purechannelapps™, the leading innovative social media amplification and e-communication solutions company, today announced they have been chosen as a winner for the Red Herring [Top 100](#) Europe award. This award celebrates Europe's leading companies innovations and technologies, across their respective industries.

Red Herring's Top 100 Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Its editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"Selecting start-ups that show the most potential for disruption and growth is never easy," said Alex Vieux, publisher and CEO of Red Herring. "We looked at hundreds and hundreds of candidates from all across the continent, and after much thought and debate, narrowed the list down to the Top 100 winners. Each year, the competition gets tougher but we believe purechannelapps demonstrates the vision, drive and innovation that define a Red Herring Top 100."

Olivier Choron (CEO and Founder of purechannelapps), attended the forum last week in Amsterdam. Olivier states, "I am extremely proud to be one of the winners for this award. We work exceptionally hard to deliver the best software solutions to our customers, and it is fantastic to be recognised for our efforts. We cannot wait to see what the future holds."

The winners were chosen by evaluating financial performance, technological innovation, management quality, overall business strategy and market penetration. Comparisons were made from similar companies in their industry to determine their significance in their field. From this, Red Herring could make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

### **More about purechannelapps**

With offices in Texas and the United Kingdom, purechannelapps delivers enterprise-class targeted e-communications and social media amplification solutions that help organisations to reduce communication costs and amplify their social media messaging through their brand advocates. The company was founded in 2011, and currently works with an array of high profile brands, such as Microsoft, Adobe, Avnet, SAP, Xerox, and Palo Alto Networks to name a few.