



*“MERGE has been very flexible and good to work with. Every time we have a need, it gets taken care of”.*

- Matthew Stradiotto,  
Co-Founder,  
Matchstick



## Testimonial Details

Matchstick, a Toronto based word of mouth marketing company required a solution that would allow the distribution of marketing materials, collateral, surveys and networking features to word of mouth "influencers" through specific programs. These influencer programs needed to be delivered through a platform that would allow the maintenance of product level branding while still adhering to Matchstick global style standards. MERGE worked closely with Matchstick in developing a solution which could not only meet their needs but also provide long-term scalability.

Matchstick has found great success with the platform and is confident in its capabilities; the tools has proved to be robust and the ability to quickly customize features has a wider range of application than first expected.

Matchstick has also found that its consumers are engaging with them on a deeper level than they had before.

The platform itself has allowed Matchstick to move away from more antiquated forms of reporting to a centralized platform that has allowed them to better manage their data. The platform has proved to be a time saver in managing entire marketing programs, as well as in sorting and reporting information.

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