



## **FMI Associate Member Search Results**

This search was performed on 06/10/2026 at 04:16 PM

If you find information that needs to be updated, please email [membership@fmi.org](mailto:membership@fmi.org).

FMI  
251 18th Street S., Suite 1200  
Arlington, VA 22202  
Phone: 202.452.8444 | Fax: 202.429.4519

## AKI Technologies

Address: 375 Alabama St.  
Suite 480  
San Francisco, CA 94110-7329

Tel:

Website: <https://www.a.ki/>

Parent Company: Inmar Inc.

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## Collective Bias

Address: 1750 S. Osage Springs Drive  
Suite 100  
Rogers, AR 72758-8320



Tel: 479-268-3232

Website: [www.collectivebias.com](http://www.collectivebias.com)

Products / Services: Advertising/Marketing and Design; Consulting Services

Company Description: We reach hard-to-reach affinity groups like Latinas or Millennials. We drive traffic via inspiring real life product stories promoting new items. We amplify demos to spike sales outside the 4-6 hour demo period. We make new store openings incredibly successful. And we do all this by using social media to solve shopper marketing problems.

CB harnesses the power of social content through our community of geographically and demographically diverse social influencers who have micro audiences centered on specific affinities and passions. They have incredible reach and their content generates high levels of engagement with value-conscious shoppers; this content gets deployed across all social channels and initiates two-way conversations directly with customers to influence purchase decisions.

This is shopper social media and CB is the only one who does it.

Parent Company: Inmar Inc.

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## Inmar Inc.

Address: One West Fourth St.  
Suite 500  
Winston Salem, NC 27101-3971



Tel: 336-770-1969

Website: <https://www.inmar.com/>

Email: [test@maxx.matrixgroup.net](mailto:test@maxx.matrixgroup.net)

Products / Services: Advertising/Marketing and Design; Consulting Services; Financial Services; Pharmaceuticals; Private Brands; Research; Supply Chain; Technology Services; Unsaleables; Other

Company Description: For more than 40 years — through curiosity and the intelligent use of data and technology — we've been uncovering valuable insights that make it easier for brands and retailers to understand, predict and meet the personalized needs of shoppers. Today, we continue to empower brands and retailers to maximize value to their customers by offering the leading self-service loyalty platform — with best-in-class audience selection, hyper-personalization of incentives + media, advanced analytics, and enhanced measurement. Thanks to proprietary technology, we can apply hundreds of contextual rules to each incentive, creative element, and copy, ensuring personalized media and offers that resonate with shoppers and deliver enhanced results for retailers and advertisers.

Primary Contact: Kathy Hayden  
Senior Vice President, Strategic Partnerships

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### **Willard Bishop, LLC, an Inmar Analytics Company**

Address: 840 S. Northwest Highway  
Barrington, IL 60010-4622

Tel: 847-381-4443

Website: [www.willardbishop.com](http://www.willardbishop.com)

Products / Services: Consulting Services; Research

Parent Company: Inmar Inc.

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