

Catalina, Tiny Horse form partnership to offer entertainment promotions

Catalina and marketing services firm Tiny Horse have partnered to provide targeted lifestyle and entertainment promotions to consumers across the US.

The agreement between the two makes Tiny Horse the exclusive provider of video and music/audio streaming services and studio entertainment on Catalina's personalised in-store media network in the US.

"We're excited to help streamers use the promotional power of Catalina to cost-effectively acquire new customers as well as reward and retain the customers they currently serve," says the president of Tiny Horse, Kyle Young.

Tiny Horse, recently acquired by Team Whistle, will begin partnering with Catalina to offer content from video, gaming and music/audio streamers to shoppers in June.

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