



BLiNQ Media Pioneers CPSASM (Cost per Social ActionSM)

Social Engagement AdvertisingSM Company delivers new, innovative performance-based model

ATLANTA, Georgia / April 13, 2010 – BLiNQ Media, a [social engagement advertisingSM company](#) that makes it easy for big brands to deliver break-through results in social networks, announces a new model for driving social ad performance while keeping costs down. BLiNQ Media is pioneering [CPSASM](#) (Cost Per Social ActionSM), which is the measurement of any attributable action that the consumer takes in the social media environment, such as becoming a fan, RSVPing to an event or installing an application.

CPSA: A New Model for Performance

Cost per click (CPC) alone is no longer a valid KPI (Key Performance Indicator), especially in social networks. Advertisers want more detailed information on what is truly incenting and engaging consumers. To address this need, BLiNQ Media offers unique, performance-based buys across the top social networks, incorporating our CPSA (Cost Per Social Action) as well as the standard CPC metric.

CPSA is a simple and innovative model with powerful benefits, including

- CPSA addresses the emerging goal of competitive, big brands of fueling CRM/social engagement strategies
- CPSA is very cost-effective versus more cumbersome alternatives due to direct buy model
- CPSA delivers enormous scale

Facebook Ad API Access Facilitates Campaign Performance

BLiNQ Media's family of innovative and powerful technology solutions was created with the Facebook ad API to enable rapid and scalable management and optimization of performance-based social media campaigns. We fully leverage the Facebook auction-based platform (a.k.a. Ad Space Units) for media buys with our proprietary technology platform, BLiNQ Ad ManagementSM (BAM).

CPSA is a performance model that is immediately available and is currently being utilized by a number of BLiNQ Media customers in their social ad campaigns.

About BLiNQ Media

BLiNQ Media, a Social Engagement AdvertisingSM company based in Atlanta, Georgia, makes it easy for big brands to deliver break-through results in social networks like Facebook. BLiNQ Media is pioneering CPSASM (Cost Per Social ActionSM) and Social Engagement Advertising to drive up social ad performance while keeping costs down. BLiNQ Media fundamentally changes the way brands message, target and engage consumers in social networks with a strategy-based approach underpinning powerful media management technology, performance-based pricing and unparalleled quantitative analysis. BLiNQ Media's family of innovative and powerful technology solutions was created with the Facebook Ad API to enable rapid and scalable management and optimization of performance-based social media campaigns. BLiNQ Media can be found on the Web at www.blinqmedia.com, as well as on Facebook and LinkedIn.