



***For Immediate Release***

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**BLiNQ Media Partners With Accuen**

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**WHO:**

- **BLiNQ Media**: The leading global technology innovator in Facebook advertising; the only pure-play media and technology company worldwide with official access to the Facebook Ads API
- **Accuen**: The digital media acquisition arm of Omnicom's Annalect Group and a leading global technology innovator in Facebook advertising

**WHAT:**

BLiNQ and Accuen have entered into a global media partnership under which Accuen will use the BLiNQ Ad Manager (BAM) — which delivers advertising scale through the Facebook advertising API — for Facebook advertising buys, optimization and analytics.

The agreement calls for BLiNQ Media to give Accuen access to its self-service platform, proprietary data store, and Facebook advertising API key.

**WHY:**

Access to BLiNQ Media's self-service platform, proprietary data store and Facebook advertising API key will enable Accuen to:

- Leverage the combined strengths of social media, highly segmented targeting, and broadcast levels of reach via the Facebook global network;
- Deliver enhanced efficiencies and performance for the clients served by the Omnicom Media Group global network.

**WHEN:**

The agreement is effective immediately.



## **SIGNIFICANCE:**

Accuen's innovative approach of blending TV buying with biddable social media is ahead of the curve, as people are just starting to see the [similarities between Facebook and TV](#). The BLiNQ/Accuen partnership underscores and advances each company's position as innovators in data-informed marketing solutions.

This story first appeared in [Advertising Age](#).

## **ABOUT ACCUEN**

Accuen is a leading digital media acquisition platform that combines media, data, technology and strategy to achieve audience scale. The Accuen approach delivers actionable intelligence that enables enhanced efficiency, control and insights across the media planning and buying process, and drives better media ROI.

Accuen is a division of Annalect Group, an Omnicom Media Group company. Annalect Group brings together more than 400 global data, digital and analytic experts from across several Omnicom Media Group specialty divisions -- including Media Analytics, Business Intelligence, Tools and Dashboard Systems, Econometric Modeling (Brand Science), Search (Resolution Media) and its DSP trading platform (Accuen) - to create a new, strategically focused, data-informed marketing platform and analytics offering.

## **ABOUT BLiNQ MEDIA**

BLiNQ Media delivers breakthrough Facebook advertising results for agencies and big brands. The leading global technology innovator in Facebook advertising, BLiNQ Media drives rapid and scalable performance with a powerful combination of a proven approach to campaign management, optimization, engagement and branding insight; and its [BLiNQ Ad Manager \(BAM\)](#) platform. BLiNQ Media has pioneered [Social Engagement Advertising<sup>SM</sup>](#) and [CPSA<sup>SM</sup> \(Cost Per Social Action<sup>SM</sup>\)](#) optimization for Facebook campaign success. Agencies currently tapping the power of BLiNQ Media and BAM include WPP's GroupM, Publicis, Omnicom Media Group, Turner Media Group, Havas Digital and 22Squared, among others. BLiNQ Media has its corporate headquarters at TechSpace in New York City's Union Square and its technology development team headquartered at Georgia Tech's Advanced Technology Development Center (ATDC) based in Atlanta. BLiNQ Media and BAM can be found on the Web at [www.blinqmedia.com](http://www.blinqmedia.com) and [www.blinqadmanager.com](http://www.blinqadmanager.com).

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