



Press Release

For immediate release

BLiNQ Media Acquires Looxii Social Analytics Talent

Social-engagement ad leader advances analytics team with acquisition of social media analytics pioneers

NEW YORK, November 17, 2011: —[BLiNQ Media](#) is a [Social Engagement AdvertisingSM](#) and technology company that delivers break-through Facebook advertising results along with real-time audience insight for agencies and big brands, announced today that it has completed a talent acquisition of the Atlanta-based social-media analytics firm [Looxii](#).

Looxii founders Daniel Upton and Adam Rice are pioneers in the emerging field of measuring social media's impact. Joining BLiNQ Media's Atlanta office as senior User Interface/Data Visualization engineers, they bring significant depth of experience in social monitoring and analytics to further advance BLiNQ's approach to integrating social analytics with social media advertising data.

Rice and Upton both earned masters degrees from Georgia Tech's Digital Media program. They launched Looxii in the summer of 2009, as a Shotgun Ventures portfolio company, in order to create a simpler way to deal with massive amounts of social media data.

"Brands increasingly seek to understand the impact of social media advertising on social analytics and key performance metrics," said BLiNQ Media CEO Dave Williams. "The addition of Adam and Daniel will further advance BLiNQ Media's social analytics capabilities and its development of advanced social media reporting, analytics and custom metrics, enabling BLiNQ and the agencies we work with, to best understand the advertising impact and make the most of every initiative."

Looxii will continue to operate as a separate independent entity with a growing client roster that includes: 22squared, BFG Communications, Bray Leino Ltd (UK), Convertiv, Cookerly PR, Eric Mower & Associates PR, FamaPR, The Fox Theatre, Georgia Lottery, Hello Design, Sparkfly, and Vitruv.

This story first appeared in [TechCrunch](#).

ABOUT BLiNQ MEDIA

BLiNQ Media is a Social Engagement Advertising (SM) and technology company that delivers break-through Facebook advertising results develops along with real-time audience insight for agencies and big brands. The BLiNQ Ad Management (BAM) platform is easy-to-use and solves complex campaign planning, management, optimization and analytics. As the leading global innovator in social engagement advertising, BLiNQ achieves rapid, scalable results for its customers through a blend of technology, experience and proprietary processes.

BLiNQ has its corporate headquarters at TechSpace in New York City's Union Square, its technology headquarters at the Advanced Technology Development Center (ATDC) in Midtown Atlanta, European Headquarters in London's Soho Square, and additional offices in Chicago and Boston. BLiNQ was founded in early 2008 by Dave Williams, who is recognized as one of the world's leading innovators and thought leaders in digital advertising, social media advertising, and search engine marketing and optimization. Dave is a regular columnist for AdAge.com.

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