



For Immediate Release

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**BLiNQ Media Experiences Dramatic Growth, Launches
Headquarters in New York City to Support Agency Demand**

Acceleration in Facebook Ad Spending by the World's Largest Advertising Agencies Creates Demand for BLiNQ Media's Offerings

New York City / November 30, 2010 – [BLiNQ Media](#), the only pure-play media and technology company worldwide with official access to the Facebook Ads API, and pioneer of [Social Engagement Advertising](#)SM and [CPSA](#)SM (Cost per Social ActionSM) optimized campaigns, announces dramatic growth in the second half of 2010 and the launch of its New York City Headquarters. In conjunction with the rapid acceleration in Facebook advertising spend, BLiNQ Media's growth has been punctuated by the launch of the company's proprietary [BAM \(BLiNQ Ad Manager\)](#) Facebook ad campaign management engine and major agencies joining its roster of fully-managed media and BAM technology clients.

BAM Builds on Coveted Facebook Ads API Access, Drives Performance and Scalability

In late June, BLiNQ Media launched its proprietary BAM Facebook ad campaign management engine which is used to drive new levels of performance, operational efficiencies and rapid scalability for advertising agencies. BLiNQ Media is the only media and technology pure-play among a handful of companies globally that have official access to the Facebook Ads API. Building on this access, BAM provides one centralized and powerful system that integrates advanced analytics, reporting and optimization features for auction-based Facebook advertising campaigns.



Advertising Agencies Look to BLiNQ Media for Facebook Advertising Optimization

BLiNQ Media's BAM technology is used to manage campaigns for more than 50 agency clients and 31,000 transactions per day, resulting in more than 4.1 million transactions processed through the BAM engine to-date. The launch of BAM, a powerful component of BLiNQ Media's fully-managed media and technology offerings, has resulted in increased demand among agencies looking to drive rapid performance, optimization and scale in their clients' Facebook campaigns, as well as delivering tremendous operational efficiencies and incremental margin. The BLiNQ Media offering is provided as a white label solution or transparent offering for its agency customers, which make up the majority of BLiNQ's client roster.

"BLiNQ Media is the best ad partner I've ever worked with - period!" commented Chris Tuff of 22Squared. "Together, we were able to take Baskin Robbins from 400,000 fans to over 1.4 million in just 4 months."

BLiNQ Media Moves Headquarters to New York City in Response to Agency Demand

As a result of agency response and business demand, BLiNQ Media has opened New York City headquarters in the esteemed TechSpace building in Union Square. The headquarters will be run by CEO, President and Co-founder Dave Williams, who is based in New York City, along with industry veteran Owen Weed, VP of Sales and Business Development, and the support of additional operational resources. A dedicated presence in New York City provides new and existing customers such as GroupM, OmnicomMediaGroup and Publicis agencies with enhanced access to BLiNQ Media's leadership, technology and expertise.

"We are excited about the growth and response that BLiNQ Media has experienced, and especially look forward to the ongoing opportunity that our New York City headquarters brings for mutually-beneficial global agency partnerships," commented Williams. "Our position as the only global pure-play Facebook media and technology company, coupled with our powerful BAM technology and fully-managed media offerings, is a very attractive value proposition for our advertising agency partners. While current players in the space are positioned as search marketing technologies, analytics companies and full-service digital agencies, BLiNQ Media is focused on being a leading best-of-breed solution for advertising agencies around the world."



BLiNQ CEO Applies Search Marketing Expertise to Transform Facebook Advertising

Dave Williams, CEO, president and co-founder of BLiNQ Media, is recognized as one of the nation's leading innovators and thought leaders in digital advertising, Facebook advertising campaign management, and search marketing and technology. His depth of experience in interactive advertising helps customers identify key industry trends and how to capitalize on them to derive significant business impact and competitive advantage for their Facebook advertising campaigns. Prior to founding BLiNQ Media, Williams was a pioneer in the search marketing and technology industry as the co-founder and chief strategist for 360i, a global leader in search marketing and technology, which he co-founded in 1998 and was recently acquired by Dentsu in 2010. Insights and expertise from Williams' contributions to the search marketing industry provide a valuable foundation and understanding for how Facebook advertising can best complement large-scale search marketing and display advertising campaigns. The value of this knowledge is built into the BAM technology and shared as BLiNQ Best Practices with key strategic partners.

About BLiNQ Media

BLiNQ Media, a Social Engagement AdvertisingSM media and technology company headquartered in New York City makes it easy for big brands to deliver break-through results in Facebook and other social networks. One of a handful of companies globally with official access to the Facebook Ads API, BLiNQ Media is pioneering Social Engagement Advertising and CPSASM (Cost Per Social ActionSM) to drive unprecedented performance and scale in Facebook advertising campaigns. Tapping the power of BAM (BLiNQ Ad Manager), the company's proprietary ad campaign management engine built on the Facebook Ads API, BLiNQ Media fundamentally changes the way brands message, target and engage consumers in social networks with fully-managed media and technology offerings. Agencies currently tapping the power of BLiNQ Media and BAM include GroupM, Publicis, OmnicomMediaGroup, Turner Media Group, Scripps Networks, Havas and 22Squared, among others. BLiNQ Media is headquartered at TechSpace in New York City's Union Square and also has offices at Georgia Tech's Advanced Technology Development Center (ATDC) based in Atlanta. BLiNQ Media and BAM can be found on the Web at www.blingmedia.com and www.blingadmanager.com.

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