

18 BLiNQ MEDIA LLC

Technology company **BLiNQ Media LLC** delivers results for agencies and big brands through Facebook advertising. Through its proprietary campaign management platform called BAM (BLiNQ Ad Manager), the company helps customers engage and build their brands on Facebook.

BLiNQ

MEDIA

Social Engagement AdvertisingSM

“With the explosive growth in Facebook in terms of user growth and usage, there has been a dramatic increase in advertiser interest, resulting in rapid adoption,” said Dave Williams, BLiNQ co-founder, CEO and president. “We are one of only a handful of companies globally with a technology like BAM, and the only pure-play media and technology company that has an offering focused exclusively on Facebook advertising.”

With Facebook anticipating close to \$2 billion in advertising revenue in 2010, a number expected to grow to more than \$4 billion in 2011, BLiNQ is also seeing its revenue grow each quarter. The company experienced more than 400 percent growth in 2010’s fourth-quarter revenue over the third quarter and more than 300 percent revenue growth year-over-year.

“An innovator and market leader, BLiNQ Media is riding this wave of growth while strategically helping our customers deliver breakthrough advertising results on the social network,” Williams said.

Expanding to New York City in 2010, BLiNQ is managing multiple offices and working to develop a consistent company culture across its locations. Williams said one of the biggest challenges the company faces is recruiting talent.