



For Immediate Release

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BLiNQ Media and Havas Digital Launch Global Partnership to Optimize Facebook Ad Campaigns

Global Digital Agency Taps BLiNQ Ad Manager (BAM) to Maximize Buying Efficiencies, Results and Branding Insights in Facebook Advertising

NEW YORK — April 13, 2011 — [BLiNQ Media](#), the leading global technology innovator in Facebook advertising and the only pure-play media and technology company worldwide with official access to the Facebook Ads API, and Havas Digital, the interactive arm of Havas, today announced a global partner relationship in which Havas Digital will roll out the BLiNQ Ad Manager (BAM) to its Fortune 500 clients.

Havas Digital will make BLiNQ Media a preferred partner, and will, with the expertise and support of BLiNQ Media, train its global search and social teams to use BAM for Facebook advertising buys, optimization and analytics. BAM helps to improve operational efficiencies and campaign performance by offering a simplified system to deliver advertising in scale through the Facebook advertising API. BLiNQ Media will give Havas Digital access to its own white-label self-service version of BAM, proprietary data store, and Facebook advertising API key, and will help Havas Digital make the most of campaign management via BLiNQ's managed-services offering. This partnership marks the first time a Facebook technology-based campaign management solution with a dedicated API key and data store has been deployed for an agency on a global basis.

"Our clients want sophisticated solutions and expertise that maximize impact and make the most of the Facebook advertising platform," said Rob Griffin, Havas Digital SVP and Global Director of Product Development. "BLiNQ Media's BAM technology will enable management, optimization and scalability of complex Facebook ad campaigns for our agencies and clients around the world. Our global licensing agreement with BLiNQ pairs well with our other



technology partners to further help our organization deliver data-driven marketing performance and excellence.”

Havas Digital is present in more than 40 countries with more than 400 clients offering expertise in interactive and mobile marketing. The agency encompasses the digital media division of Havas and is one of the top interactive communications consulting companies worldwide.

“Our partnership with Havas is monumental, because Havas is the first agency to use BAM to manage Facebook on such a large scale,” said BLiNQ Media CEO Dave Williams. “By training the Havas global search and social teams in BLiNQ Media’s buying and optimization best practices for Facebook advertising, we will help to set the foundation for process consistency and enhanced performance across all of their client campaigns. Our partnership further establishes Havas as a leader in delivering innovative, high-performance Facebook advertising solutions and results to its clients around the globe.”

This story first appeared in the [Wall Street Journal](#) and [Inside Facebook](#).

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 AdvertisingSM](#) and [CPSASM \(Cost Per Social ActionSM\)](#) 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.blingmedia.com and www.blingadmanager.com.

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