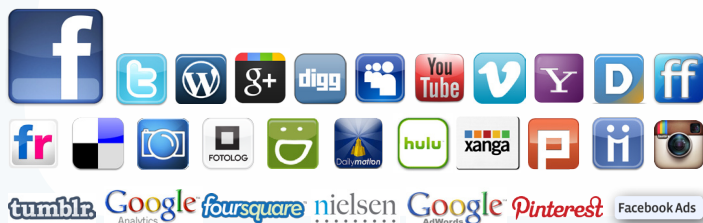


*blitzmetrics*TM

Social Intelligence for Brands



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“Blitz created a custom social dashboard for Nickelodeon. The dashboard analyzes and reports in real time our social reach across the hundreds of accounts and pages. It is a great enterprise-level solution for businesses with a large and diverse social presence.”



— **Julie Sun**, MTV Networks

Chicago Tribune

“Dennis Yu is a Facebook Marketing genius.”






— **Brent D. Payne**, Former SEO Director, Chicago Tribune

Loved By



The Media Loves Us, Too...



Features	Benefits
All Your Data In One Place 	<ul style="list-style-type: none"> • Excel hell got you down? Now get beautiful, automated reports. • What happened more than 89 days ago? Facebook doesn't keep this data, but we do. • What is the cross-over between all your pages, brands, and locations? How do you get them to work together?
Advanced Analytics 	<ul style="list-style-type: none"> • Unlock your competitors' strategies. Set benchmarks. • How is your content performing by geography, time of day, and how can you improve your reach and engagement? • Who are your most engaged and influential fans?
Integrated Advertising <small>(sponsored stories)</small> 	<ul style="list-style-type: none"> • Configure Facebook ads to guarantee your posts show up in the news feed. • Quickly adjust underperforming ads. • A single view of your owned, earned, and paid media.



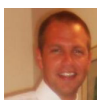
"The Blitz team exceeded our expectations wildly and assisted us in igniting our fan growth to the extent that it is now making a material impact on business."



— **Eric Ludwig**, Vice President, Rosetta Stone

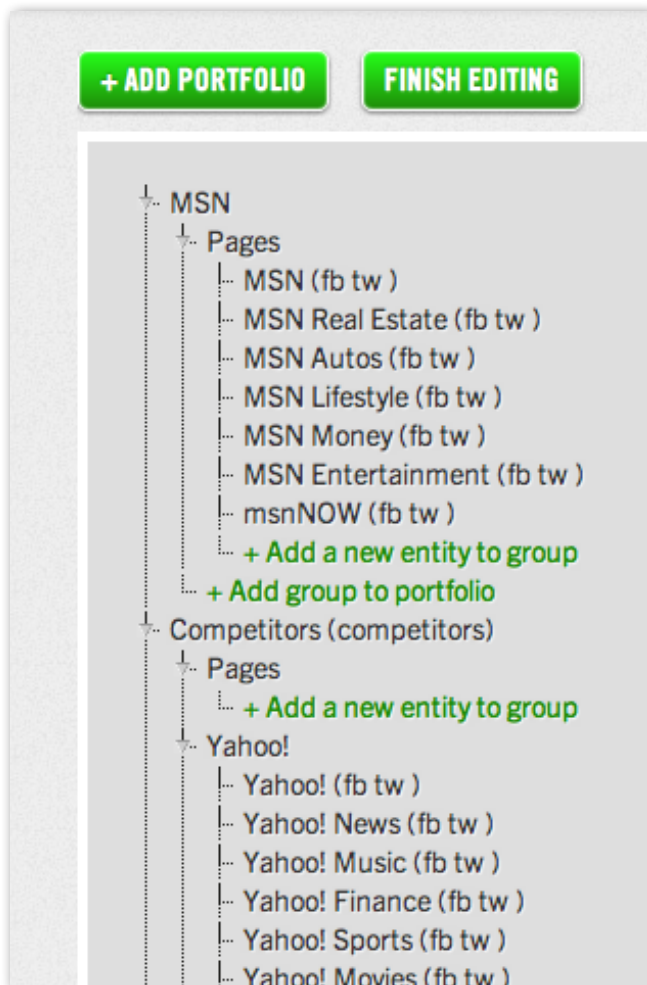


"We've been using Blitz to strategically grow our fan base. What we like most is their micro-targeting approach to drive the right fans and engagement, especially via Sponsored Stories to amplify our content. Our click-through rates are as high as half a percent and our page engagement levels are significantly higher than our competitors."



— **Tyler Durham**, Digital Marketing Specialist, Texas Roadhouse

Your Brand Has Many Products, Teams, Shows, Or Locations Worldwide



- If you're the NFL, you have 32 teams, which each have 53 players. And each of these players has a Facebook and Twitter.
- If you're Viacom, you have many TV shows and films, organized by business group and brand. And then you have competitors to monitor. You want to compare social data against Nielsen and BlueFin.
- If you're Allstate Insurance, you have 12,000 agents across the United States in addition to your central hub. Each of these agents has a Facebook page, as well as presences on Google Places, Yahoo!, Citysearch, Yelp, and other directories.

We help you manage your portfolio in one place — not an Excel spreadsheet some intern tries to keep updated.



“What I like best about Blitz is that they remove the black box approach to SEO and PPC. We have great visibility into PPC management, and a similarly clear path toward SEO improvement. It's an approach that a non-technical manager like me can understand.”



— **Bill Flaherty**, Executive Vice President, Quiznos

Analytics Across the Organization

Executive

Single view of social activity across all your brands and versus the competition.

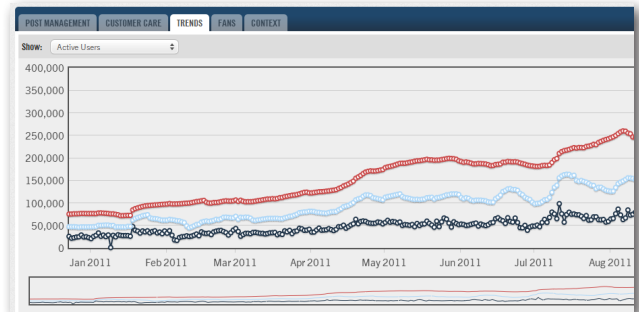
Via high definition TV, iPad and Web



Agency

No more “Excel Hell” each week assembling client reports.

Output branded spreadsheets in Excel, PowerPoint & Web



Analytics Guru

Every metric that Facebook has — at your fingertips. Or hit the database directly, as it's your data.

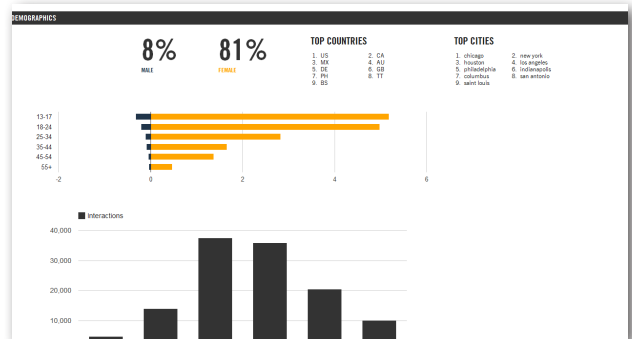
Access via database directly or your favorite reporting tool



Community Manager

Who are your top fans and how well are you treating them?

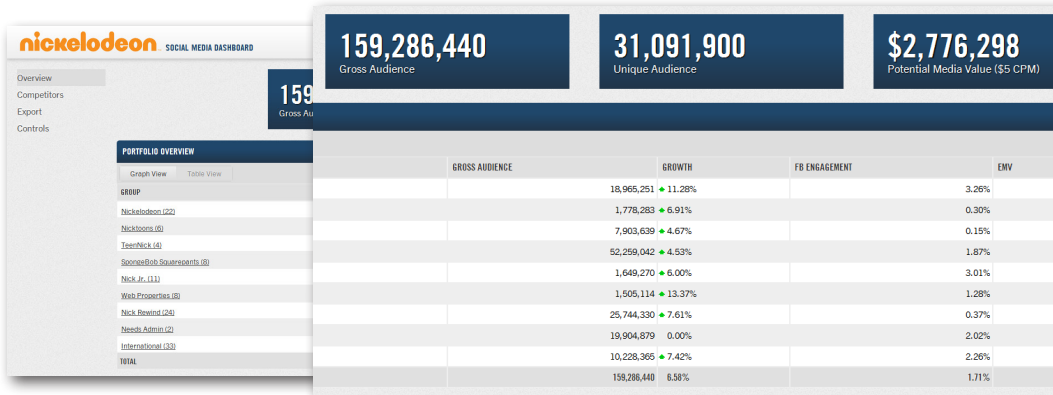
Use with the web and iPad



“We were very impressed with the work that Blitz did for us in growing our Weekly World News Facebook community. In a word it was “impact”. As soon as they started working with us we saw an immediate increase in our community, and within a few days the exponential growth we experienced was nothing short of dramatic.”

— **Geof Rochester**, Weekly World News

Screenshots - Executive Dashboards



1.1 All Your Data In One Place

Navigate from the top level all the way down to a single user on a single page.

Our data platform pulls directly from any publicly available APIs for social data, including the Facebook Graph API, Facebook Ads API, Twitter, YouTube, Google AdWords, Compete, local listing directories, and a host of other sources.

STANDARD

INDUSTRY PAGES

All Portfolios All Categories Filter by Pages

PAGE	FANS	POSTS	LIKES	ADMIN POSTS	COMMENTS	INTERACTIONS	ENGAGEMENT %	MARKET SHARE	SOV	PTA	ACTIVATION RATE	FOLLOWERS	RELAT
TOTAL	415,218,050	131,618	5,819,386	6560	1,388,257	7,339,261	1.77%	100.00%	100.00%	6,846,807	2	20,721,330	
Family Guy	43,020,618	926	117,290	22	18,356	136,572	0.32%	10.36%	1.86%	485,695	1	247,414	
The Simpsons	41,526,879	63	288,738	63	25,620	314,421	0.76%	10.00%	4.28%	636,526	2	0	
House	26,976,220	316	142,104	36	20,111	162,531	0.60%	6.50%	2.21%	162,816	1	131,282	

1.2 Competitor Face-off

Maybe your fan count is lower; but are your fans more engaged? Benchmark against others in the industry or specific brands of your choosing.

STANDARD

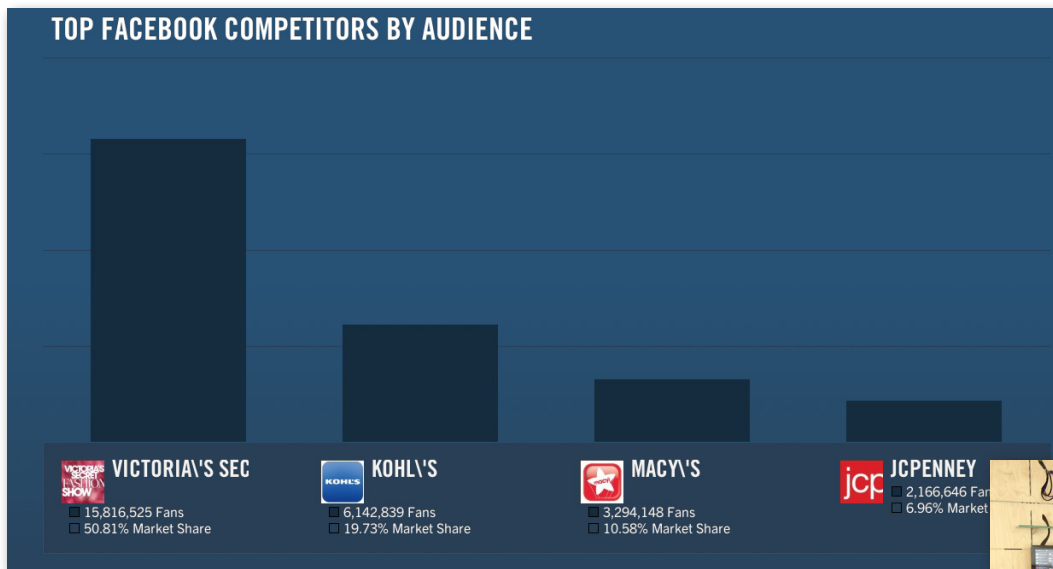


“Wow! This is incredible info. Thanks again for sharing.”



— **Jason Miller**

Social Media Strategist & Content Marketing Evangelist, Marketo



1.3 HD Dashboard

Each of your posts will resonate with a different audience. Find out who they specifically are. Pull out the influencers.

CUSTOM

Imagine this in your office, reflecting what's happening in real-time for your brand.



1.4 Custom Views

Need a custom design with custom metrics? No problem. You give us the design and we'll implement it. Or we can design for you.

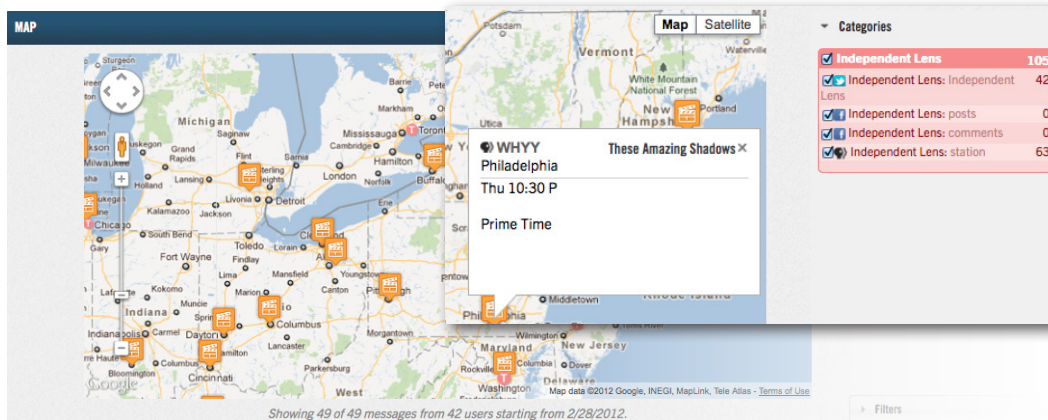
CUSTOM

EQUIFAX

"We couldn't have picked a brighter or more competent partner to help us drive our lead generation program. Blitz did a fabulous job."



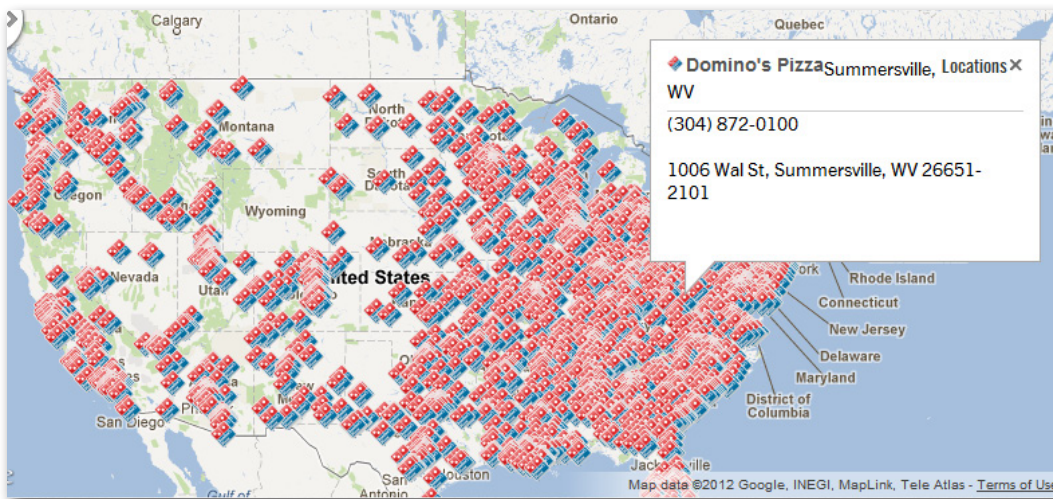
— **Chris Lynde**, SVP Directing Marketing Services, Equifax



1.5 Social Weather Map

Pulling from the Twitter and Facebook APIs, we can geographically visualize where a brand's fans are located. The map includes the option to filter by most influential fans/followers to help Client efficiently leverage its online consumer base.

STANDARD



1.6 Geo-Spatial Mapping

Local and social intersect. What are your customers saying about you across Yelp, Google, Bing, Yahoo, FourSquare, Instagram, Tumblr, and other sites? How about across all your locations? How accurate is your data and how does it affect your search rankings?

CUSTOM

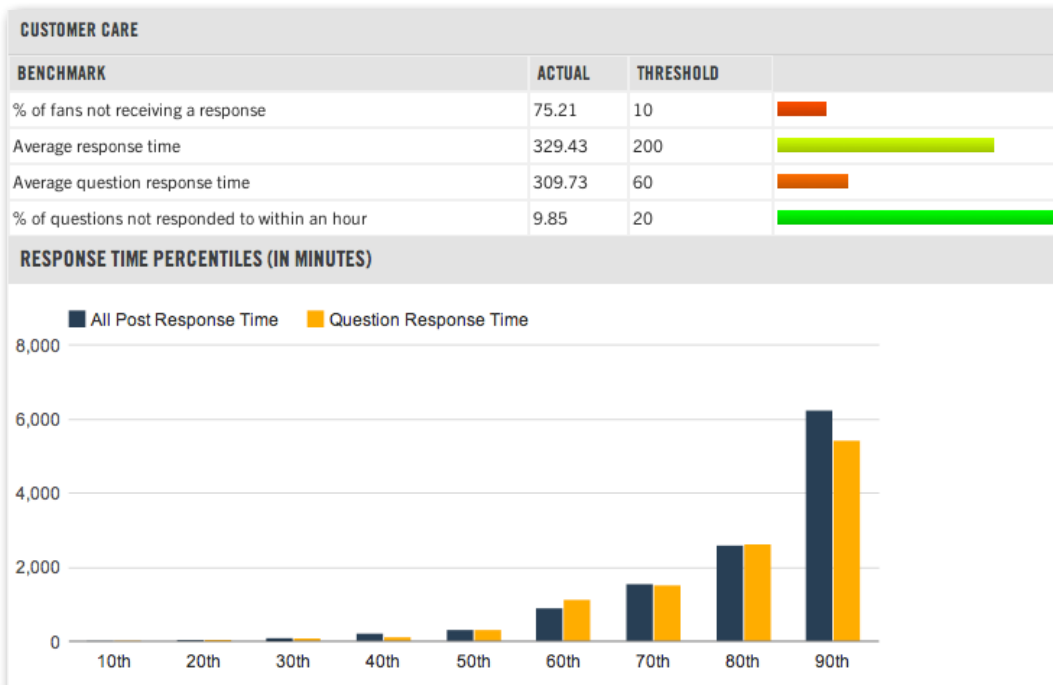


"Simply put Blitz is the future of local search. Its genius is in its simplicity."



— **Marcus Frind**, CEO, Plenty of Fish

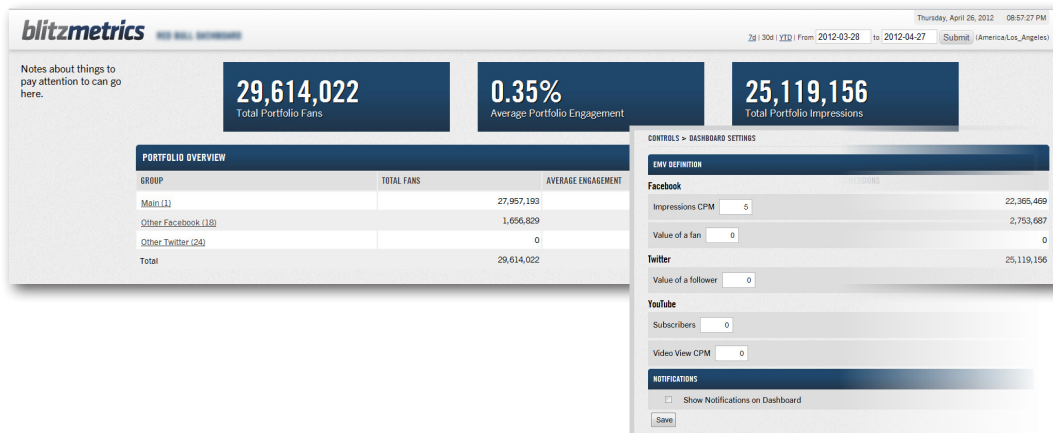
Screenshots - Marketing ROI



2.1 Customer Care Metrics

Unless they have a small fan base, most brands are guilty of neglecting their fan base. Our dashboard allows Client to measure its response time and the percentage of fans getting responses, allowing action to be taken and improvements to be measured.

CUSTOM



2.2 Earned Media Value

What is the value of your unpaid efforts? For example, if you wanted to specify \$2 CPM, 50 cents value of fan, 30 cents twitter follower, \$1.15 subscriber, \$6 video CPM.

STANDARD

A1	Page Name				
	A	B	C	D	E
1	Page Name	Type	Post Name	Message	PostedAt Consumed
2	Independent Laro	link	Playful: Listen to a Sampling of Popular that Clean out your ears! Here's some fresh beats from that should help you.		2012-04-18 12:17:11
3	Independent Laro	link	The Making of Being Elmo, with Director Co-Mo talked to the director		
4	Independent Laro	link	10 S. Brewster reportedly detained at border for colleague Laura Po		
5	Independent Laro	link	American Library Association releases list of 100 of these really surp		
6	Independent Laro	link	UPenn.com - Between the Folds A funny "review" of the		
7	Independent Laro	link	Alzheimer's Stories: Hello, Goodbye Indigo News of us, head of all		
8	Independent Laro	link	Watch now: Puppeteer Kevin Clash Talks About His		
9	Independent Laro	link	Robert De Niro imagines he's Elmo This is very strange, yet		
10	Independent Laro	link	Shuttle Wins a Posthumous Award: Public TV's 5th picked up a statue of		
11	Independent Laro	link	The Chevy Chase, Bob O'Leary And The Posters Former CBS chief Bob La		
12	Independent Laro	link	Wagtail Show Patch Last jugged post, I print		
13	Independent Laro	link	Watch now: The's Best Known Band Keeps Tune in tonight for What		
14	Independent Laro	link	Television Broadcasts - (TV's) For those of you whose		
15	Independent Laro	link	The Inner Pulse of Alzheimer's Independent Ear wonder how much		
16	Independent Laro	link	Top 10 Most Eccentric & Innovative Electric Vehicle Schedules - (Harc		
17	Independent Laro	link	Community Cinema presents NEIL! AND!		
18	Independent Laro	link	Downtown Station Episode 1: Late Night		
19	Independent Laro	link	Grab a Bagel, Watch a Show, Discuss A		
20	Independent Laro	link	Say Electric cars can set for Richmond		
21	Independent Laro	link	Alzheimer's Stories: Hello with My Mother		

Download

2.3 Export Your Data

Download reports via Excel.

STANDARD

Screenshots - Brand Power

GROSS AUDIENCE	GROWTH	ENGAGEMENT	EMV
12,955,055	19.38%	0.96%	\$22,023,593.50
Number posts on the page by an administrator of the page.		0.96%	\$22,023,593.50

3.1 Owned, Earned and Paid

Using Facebook metrics for viral, organic and paid impressions, our platform can put a value to a brand's owned, earned and paid media.

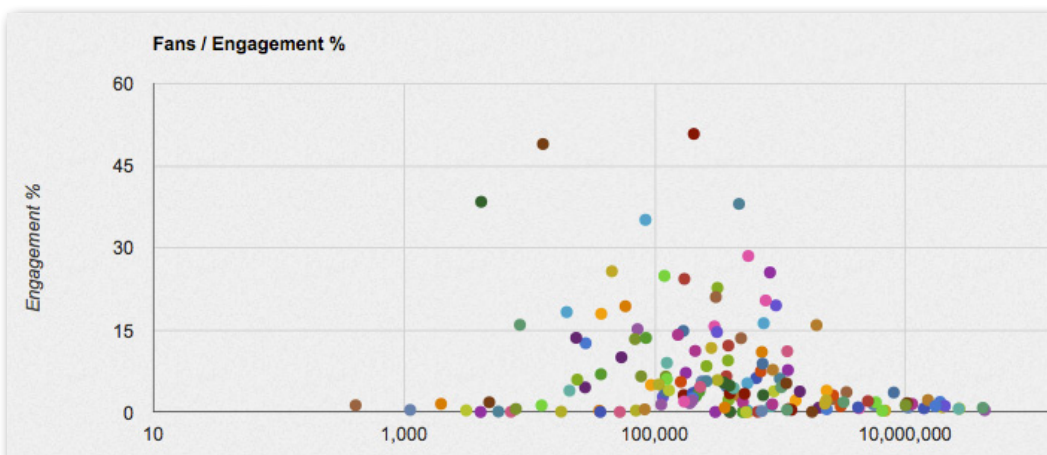
STANDARD

PORTFOLIO OVERVIEW					
Graph View Table View					
GROUP	GROSS AUDIENCE	GROWTH	FB ENGAGEMENT	EMV	IMPRESSIONS
Nickelodeon (22)	19,306,803	9.42%	3.12%	\$852,796.43	170,559,539
Nicktoons (6)	1,806,003	6.88%	0.07%	\$14,022.00	2,804,358
TeenNick (4)	7,969,596	4.01%	0.15%	\$128,382.00	25,676,370
SpongeBob Squarepants (8)	52,660,996	3.90%	1.86%	\$917,222.00	183,443,987
Nick Jr. (11)	1,665,772	5.37%	3.06%	\$60,615.00	12,122,725
Web Properties (8)	1,521,425	10.58%	2.08%	\$66,269.05	13,253,687
Nick Rewind (24)	25,901,275	5.85%	0.31%	\$321,775.00	64,355,108
Needs Admin (2)	20,110,396	0.00%	1.86%	\$0.00	0

3.2 Tie Alerts with Automatic Campaign Execution

Monitor what matters to you. Let the tool sift through the data for you. In this case, the trigger metric could be fan growth, engagement rate, or new lead generated.

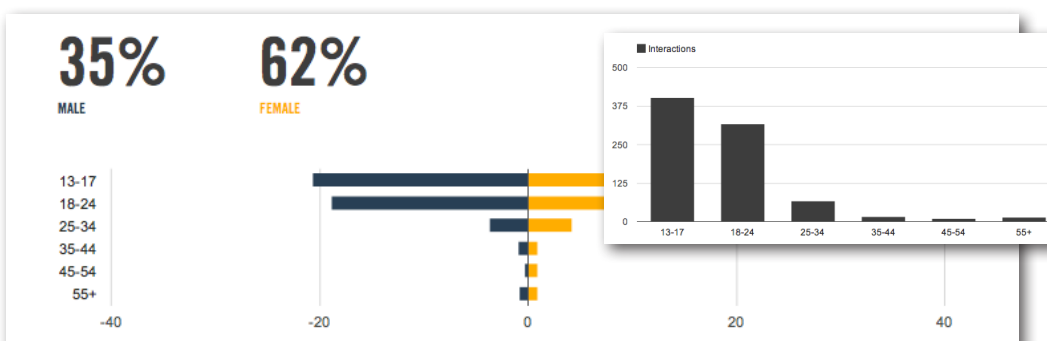
CUSTOM



3.3 Fan Engagement Metrics

What content is activating the most engagement and who is most engaged?

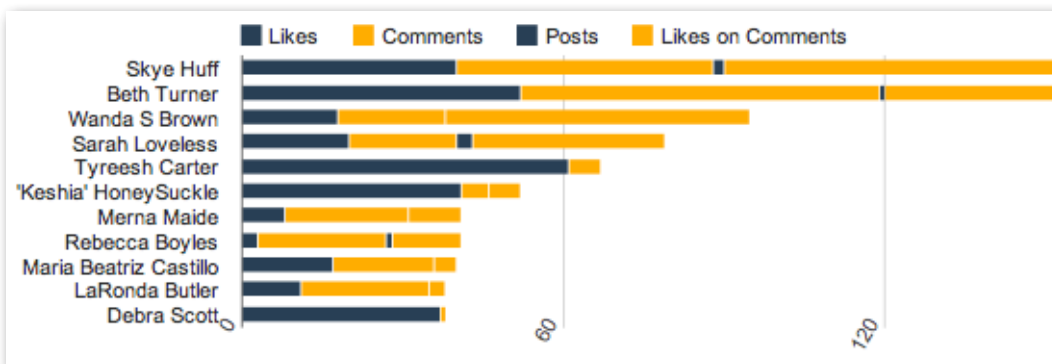
STANDARD



3.4 Demographics

Your engaged audience is not the same as your fan base — find out why.

STANDARD

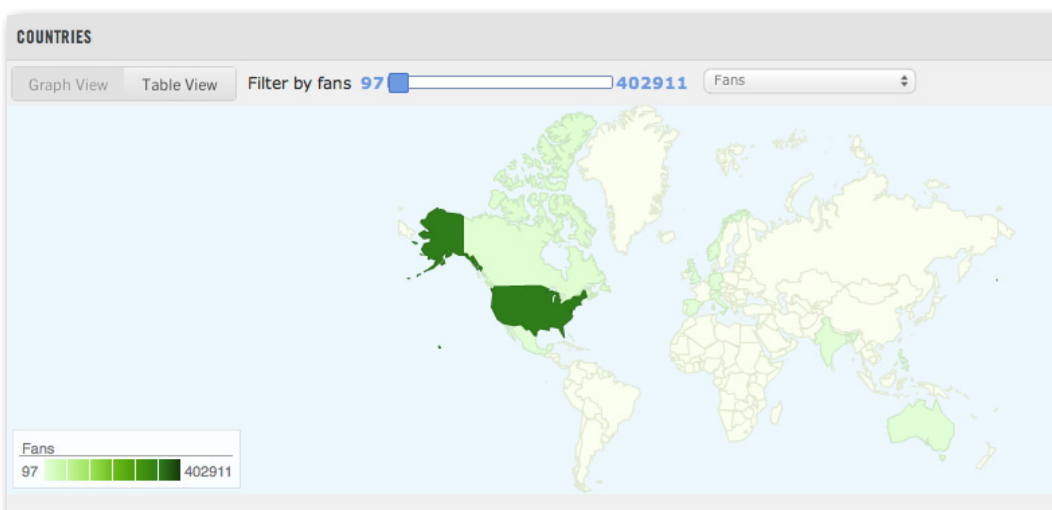


3.5 Top Fans

A brand's most engaged fans can often be their most influential. Identify them for special treatment.

We have a formalized audit process, and we can set up "Face Off" and portfolio analysis. It's one thing to measure the number of fans, posts, comments, and tweets, but altogether a different matter to assess influence and engagement. The voice of a single influential user could be worth more than 10,000 nameless users.

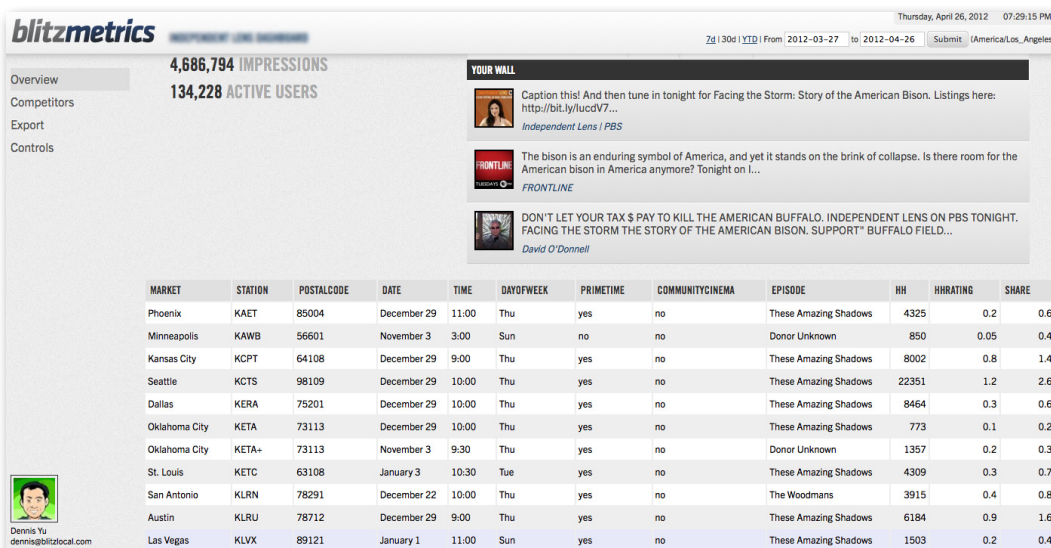
STANDARD



3.6 Country Level Data

Sometimes the country with the most fans isn't also the one with the most active fans. We go beyond the 19 country limit in your Facebook analytics. Get data presence in all countries.

CUSTOM



3.7 Incorporate Nielsen and Bluefin Data

Find out how your digital strategy drives more TV viewership and can aid your ad sales team.

CUSTOM

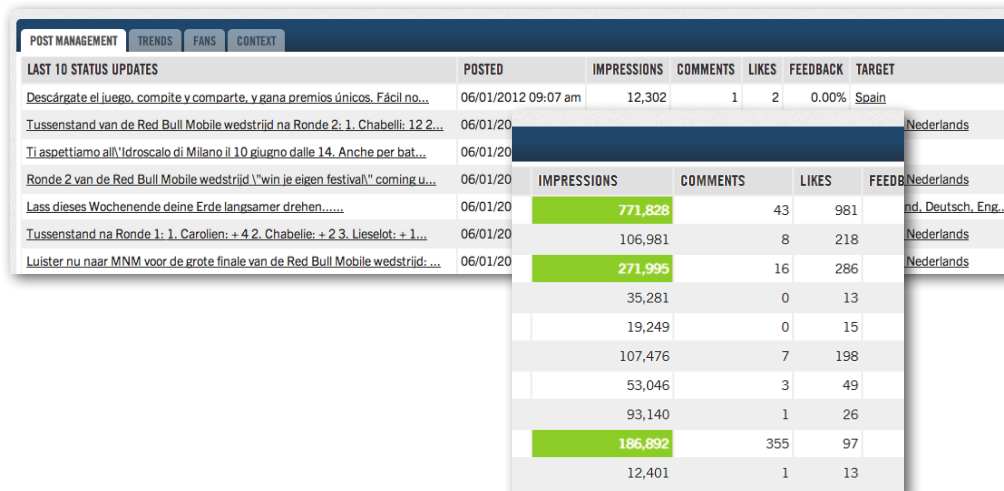
Screenshots - Content Effectiveness



4.1 Post Detail

Get the full breakdown on impressions, negative feedback, shares, and other metrics not in Facebook Insights for each of your posts. Because each of your posts will activate a different audience and have a different objective.

STANDARD



4.2 Post Management

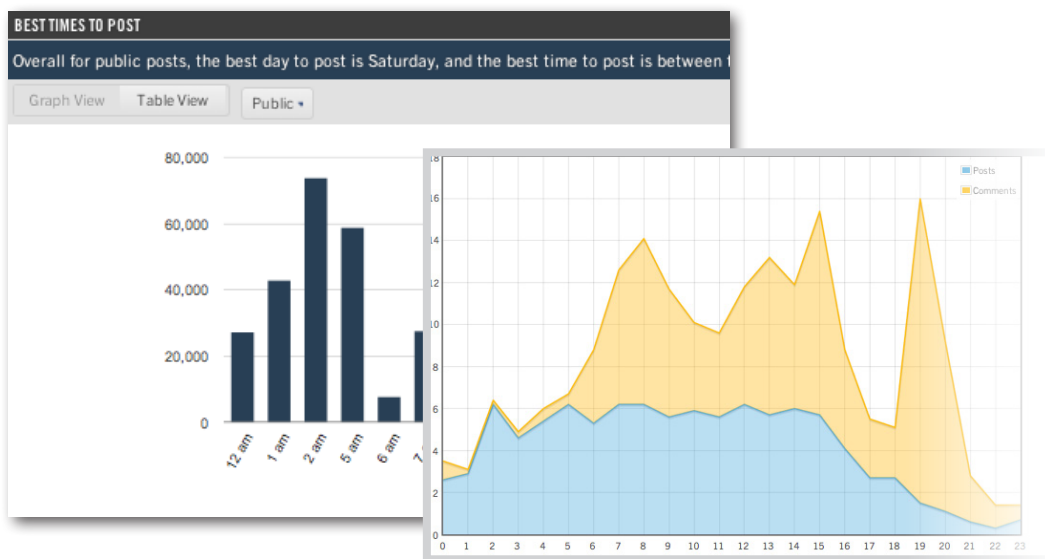
Lots of content across different countries and products? No problem. We separate out performance for you.

Should you be posting once per day or perhaps 5 times per day? Tune the most effective balance of reach versus negative feedback

STANDARD**TRACK**
entertainment

"Dennis impressed me with his clear way of expressing complex technical issues. He has a very strong grasp of Internet marketing. I look forward to working with him in the future."

— **Douglas Schiller**, Chief Financial Officer, Live2Net/Track Entertainment



4.3 Post Timing

Know what times of day generate the most impact? We let you know.

STANDARD



“Blitz offered to help us with our SEO/SEM and did an amazing job – both in providing strategic and tactical guidance and in training us on the finer points of optimization.”



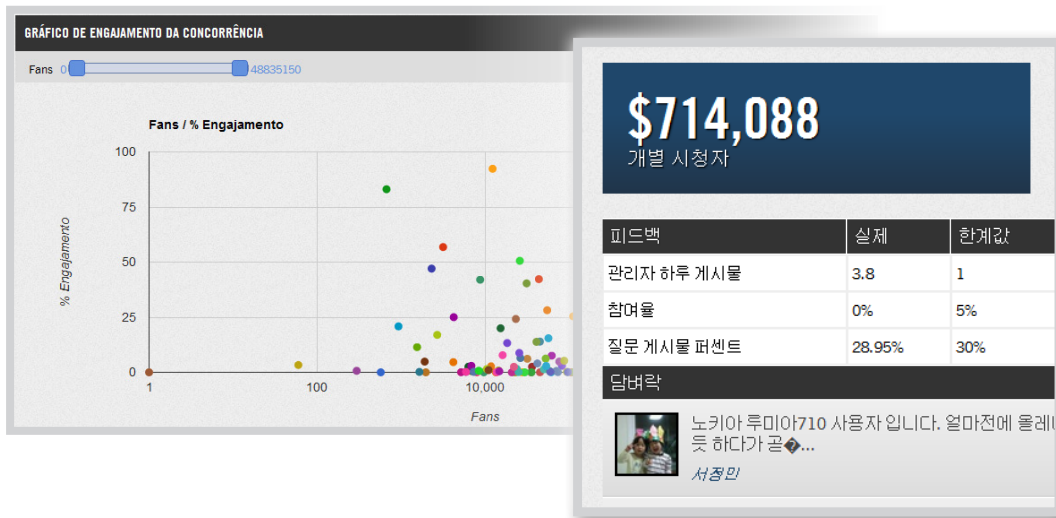
— **Marc Sirkin**, CMO, International Rescue Committee

Screenshots - Controls

5.1 Manage Portfolio

Configure your brand footprint in our intuitive interface.

STANDARD



5.2 We Speak Your Language

See your data in English, Korean, Spanish, Italian, German, French, Portuguese, and Japanese. More languages coming!

STANDARD

CMP.LY

"You guys rock!"



— Neil Glassman, CMO, cmp.ly

blitzmetrics NICKELODEON DASHBOARD Monday, March 26, 2012 12:11:57 AM
 Zd | 30d | YTD | From 2012-02-25 to 2012-03-26 Submit (America/New_York)

Overview
Competitors
Export
Controls

CONTROLS > USERS

AUTHENTICATED USERS

NAME	EMAIL	ROLE	
Charles Corting	charles@blitzmetrics.com	user	Delete
Julie Sun	juliesun@gmail.com	admin	Delete
Mark Conrad	markconrad@nickelodeon.com	user	Delete
Justin Conrad	justin@nickelodeon.com	user	Delete
Jim Gibson	jim_gibson@nickelodeon.com	user	Delete
Justin Green Light	justin@nickelodeon.com	user	Delete
Jack Dwyer	jack@nickelodeon.com	user	Delete
Mark Brown	markbrown@nickelodeon.com	user	Delete
William Frederick	william@nickelodeon.com	user	Delete
Jim Frederick	jim@nickelodeon.com	admin	Delete

5.3 Multi-User Management

Manage access across your organization, whether they are administrators or read-only users. You approve access.

STANDARD

GROSS AUDIENCE	GROWTH	ENGAGEMENT
12,955,055	19.38%	
Number posts on the page by an administrator of the page.		

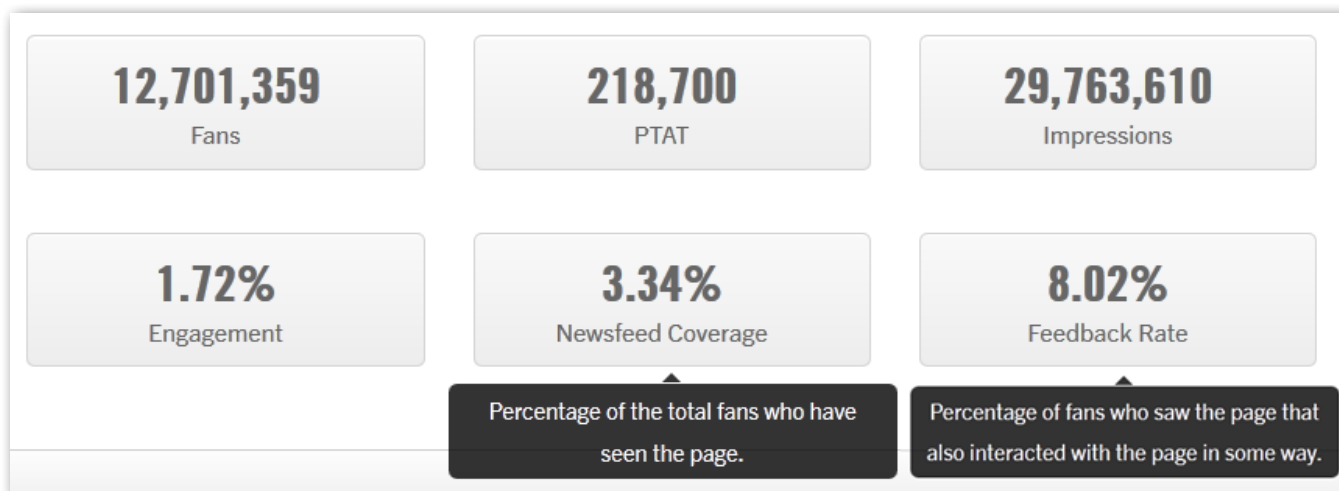
5.4 On Screen Help

Tool tips and definitions right where you need them.

STANDARD

Newsfeed Coverage and Feedback Rate

STANDARD



There are two metrics at the top of your dashboard page, as well as competitors: fans and PTAT. Everyone knows what a fan is, but PTAT (People Talking About This) is a bit more mysterious. It's worth your time to understand why Facebook has chosen this as their single most important way to measure engagement.

Here's the formula:

Fans x Newsfeed Coverage x Feedback Rate = Engagement.

If your engagement is low, it can be because your messages just aren't showing up in the news feed or because those who see it aren't interacting with your content.

Usually the culprit is the former, but often content optimization can significantly help improve the feedback rate. This, in turn, increases newsfeed coverage, as Facebook's algorithm is more likely to show engaging content, while burying content that doesn't get likes, comments, and shares. Alex Schultz, a Facebook executive, calls this "interestingness squared, boringness squared" to show how important engagement rate is to competing in the news feed.

The algorithm formerly known as EdgeRank is based on multiple factors, but suffice to say that your page is competing in the news feed for attention. You have to be more interesting than the friends of your fans — a high bar!

Your dashboard identifies which content is the most engaging, so that you can post more similar content. You can also spy on competitors, like we talked about before.

You can also look at each post to see how it performed in Newsfeed Coverage and Feedback Rate. If the Newsfeed Coverage is low, then you might want to run some micro-targeted ads to pump up that particular post. If the Feedback Rate is low, then consider content optimization techniques (posting with a photo, asking questions, posting when fans are most active, responding to comments, and shortening your post to under 120 characters).

NOTE: You cannot see this data on competitors, since it requires an insights token. But you can see their PTAT and how many interactions they are driving. This still gives you an apples-to-apples comparison.

Analyze your brand's social loyalty vs those of competitors by looking at engagement and retention

See how you compare and view their top fans.



Data Sources

Standard



Custom



"You guys rule. And you can quote me."



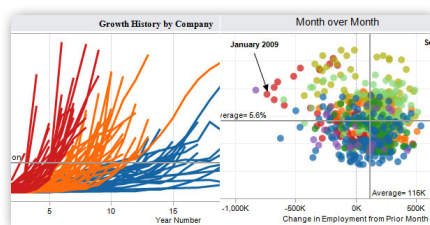
— David Szetela, Founder of Clix Marketing

Access Your Data Anywhere, On Any Device

It's your data, so you should be able to download it or access it via your favorite reporting - not be forced to use our interface.



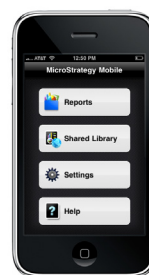
Access The Raw Data Directly



Tableau



Excel



MicroStrategy



Cognos

how's your pony?

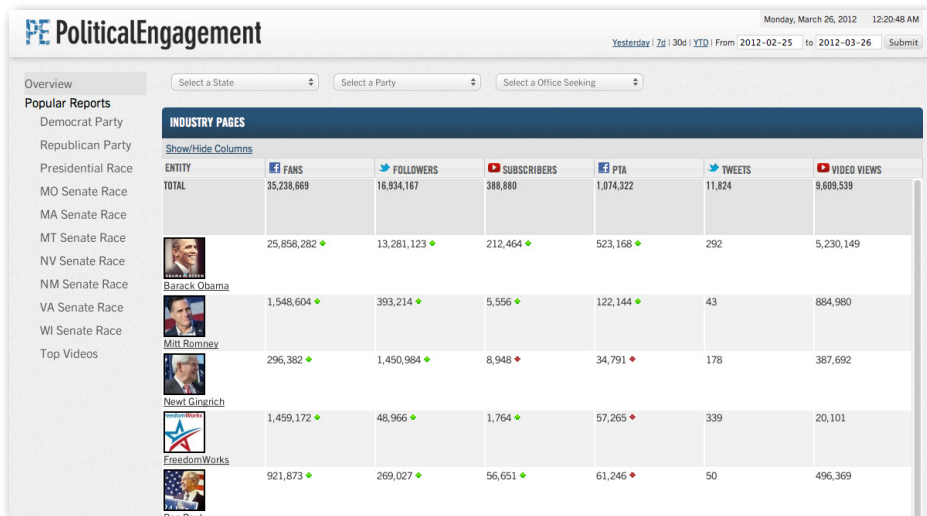
"O...M...G...Blitz is a metrics tool to watch. FANTASTIC *actionable* social measurement stuff unlike anything I've seen. Wiping drool off my face. You don't want to miss it."



— **Laura Lippay**, President, How's Your Pony?

Results That Speak for Themselves

- **74% improvement in ROI** for a national Quick Serve Restaurant Franchise — 5,300 locations, 3,500 keywords. 37% increase in leads and 33% more franchise applications within 60 days.
- **561% ROAS** on online merchandise sales for an Entertainment Company — over 400% ROAS on Pay-Per-View sales.
- **Reduced cost per order from \$37 to \$10.91** for a national Casual Dining Restaurant — and increased unique visitors to the site by 309% via efforts in SEO, paid search, and social media.
- **270% increase in leads** generated at the same budget for a Medical Services Company — and increased their Google Quality Score from a 1 to an 8.



“Blitz is a really impressive, clean and easy way to track, analyze and make online marketing strategy plans.”

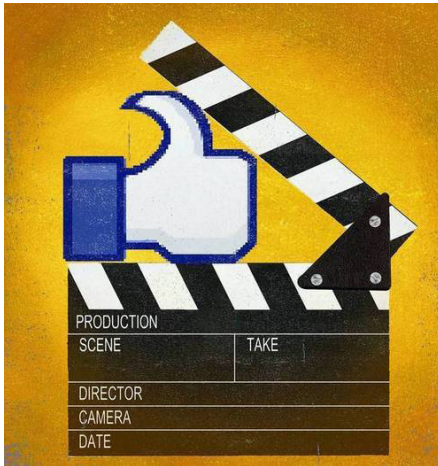


— **Anna Marie**, producer for Food Forward

Los Angeles Times Case Study

Is Facebook worth it? Film execs confide they may cut movie ads

Some movie executives are increasingly skeptical that Facebook ads and promotional campaigns that ask users to 'like' a movie can deliver big box-office returns.



January 8th 2013

Hollywood's friendship with Facebook is showing signs of strain.

The entertainment industry was among the first to embrace the Silicon Valley phenomenon. Studio executives thought the giant social network held great promise in reaching moviegoers for less money than traditional advertising such as trailers and TV ads. Facebook's origins even became fodder for the 2010 Academy Award-winning movie "The Social Network."

These days, major studios are taking a hard look at the cost of winning friends on Facebook. Some industry executives are increasingly skeptical that Facebook ads and promotional campaigns that ask

users to "like" a movie can deliver big box-office returns.

"For people who are actually looking at the research and are looking for return on investment, for metrics that indicate specifically what Facebook's role is in the movie marketing equation, the jury's still out," said Jim Gallagher, a movie marketing consultant who formerly oversaw marketing for Walt Disney Studios.

Fred Leach, Facebook Inc.'s head of entertainment measurement, said the Menlo Park, Calif., company is working more closely than ever with Hollywood studios to help them target the right audience for a film, including giving studios more data showing the connection between ads and movie ticket sales and more tools to track the effectiveness of Facebook campaigns.

In Hollywood, few are openly critical of the world's biggest social networking company.

"Facebook continues to be an important advertising partner," said Dwight Caines, president of worldwide digital marketing at Sony Pictures Entertainment. "They are on every campaign we do today."

But other film executives confide privately they are considering cutting their spending on Facebook ads, just as carmaker General Motors Co. did last year, when the nation's third-largest advertiser dropped its annual \$10-million Facebook campaign after deciding the ads didn't help sell cars.

The skirmish with Hollywood comes at a sensitive time for Facebook. The company, under pressure from Wall Street to grow revenue after its initial public stock offering in May, is competing with other social media for a share of the estimated \$1.5 billion a year each major studio spends promoting movies globally.

Part of the problem is that studios are being asked to pay for the exposure they once got for free.

For years, studios have set up Facebook fan pages to connect with moviegoers, sending photos, video clips and other updates to the News Feed of users who "liked" a particular film, at no cost to the studios.

Then, in September, Facebook made a change to the algorithm that decides what users see in their News Feed. Facebook says it made the shift because users were tagging posts with negative feedback.

Major brands, including Hollywood studios, have seen a dramatic decline in the number of fans who see their messages.

For example, 72% of movies and network TV shows experienced a drop in the number of people who saw new Facebook posts after the new algorithm launched, according to **BlitzMetrics**, a Facebook marketing firm that analyzed 9 billion page posts generated over a 60-day period before and after the change.

That decline took a toll on two factors marketers watch closely: reach and engagement.

Twenty-three percent of the biggest studio pages saw a reduction in “engaged” users — people who click on a post, share it with friends or write a comment — because of decreased exposure in the News Feed, **BlitzMetrics** found. The drop in “reach” — the number of people who saw these updates from the most popular film and TV sites — was even sharper: 45%.

The change in the algorithm coincided with a push from Facebook to get studios to buy ads in the News Feed.

Social media experts say studios will have to find new ways to appeal to users and interact with them more. Pages that get a lot of likes and comments are favored by Facebook’s algorithm.

Some studios are responding by bringing in their own writers and production teams to help create more engaging campaigns. Studios will also have to place ads to recapture the attention of their audience on Facebook, the experts said.

“The days of free traffic are over,” said **Dennis Yu**, founder of **BlitzMetrics**. “Facebook has been trying to educate marketers on how to be social — to post the most engaging content — so as not to be penalized by their algorithms.”

To be sure, movie studios haven’t turned their backs on Facebook and its 1 billion-plus users around the globe. Every major holiday film — including “Twilight: Breaking Dawn — Part 2,” “Skyfall,” “Lincoln,” “The Hobbit: An Unexpected Journey” and “Les Miserables” — has a splashy presence on the site.

Facebook’s Leach said 99% of all films released this year advertised on the social network, although he declined to say how much the studios spent.

“There are so many people on Facebook, it is a good place to have a presence — as a reminder. We buy the billboards in Westwood too — a lot of traffic drives past those,” said one marketing executive who spoke on condition of anonymity for fear of angering Facebook. “It doesn’t mean your film will not open if you don’t have that. The correlation is probably minimal. But when we’re opening a movie, we want to be in as many relevant places as we can.”

At the same time, studios have been turning to the next generation of social media players, including Twitter, Tumblr and Pinterest, said Todd Steinman, chief executive of the social media marketing agency M80.

“Nothing exists in a vacuum. You’ve got all these platforms that have emerged,” Steinman said. “Facebook is still the behemoth, but for immediacy and for intelligence and for market penetration, I think Twitter has

probably surpassed it as far as a marketing vehicle for movies that are coming out.”

The evolution of Summit Entertainment’s digital strategy over the four-year run of the “Twilight” series is a case study in how studios traverse digital platforms to keep up with a movie’s fan base.

For “Twilight,” the first film in the blockbuster series, released in 2008, the studio focused on Myspace, the dominant social network at that time. By the following year, Facebook and Twitter both figured prominently in campaigns for the first sequel, “Twilight: New Moon.”

With the final installment in the “Twilight” saga now in theaters, Summit added two more digital outlets, letting fans listen to and share music from all the films in the franchise on online music service Spotify and encouraging them to pin images from the film to personal pinboards on Pinterest for their friends to see and share.

Still, Facebook dwarfs all of its competitors.

“When you are marketing a movie, you want to reach the widest audience possible to get people talking about it,” EMarketer analyst Debra Williamson said. “Facebook still has that hands down compared to Twitter.”

Social media marketing efforts are a drop in the promotional bucket that splashes money on TV ads and movie trailers. Kantar Media estimates studios spent nearly \$2.9 billion on television ads in the U.S. alone in 2011.

Television commercials, in-theater previews and word of mouth remain the primary factors that influence a moviegoer’s decision to see a movie, according to Vincent Bruzzese, president of Ipsos’ Motion Picture Group.

“I still think [Facebook is] one of the most powerful marketing inventions of all time,” said Ben Carlson, president of the research firm Fizziology, which uses social media to forecast box-office results. “But it’s not a one-size-fits-all, write a check, and magic happens. It’s not a cure-all.”

Questions about the role of Facebook in movie marketing campaigns come at a time when studios are looking to cut moviemaking costs, including the film prints and advertising expenses known in the industry by the shorthand term P&A.

Facebook is “a super-duper expensive piece of real estate, and it’s only one part of the old ball and chain of P&A,” said veteran marketing executive Terry Press, co-president of CBS Films. “It’s not like you can do only Facebook. If you could open a movie on Facebook, that’s all you would have to buy. But it isn’t.”

Your Team

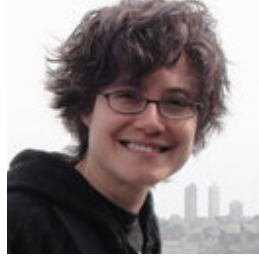


Dennis Yu

Architect

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Dennis Yu has helped brands grow and measure their Facebook presence. He has spoken at Search Marketing Expo, Search Engine Strategies, Web 2.0, The American Marketing Association, PubCon, Conversational Commerce Conference, Pacific Conferences, HostingCon, Affiliate Summit, Affiliate Convention, UltraLight Startups, MIVA Merchant, and other venues. Yu has also counseled the Federal Trade Commission on privacy issues for social networks. Dennis has held leadership positions at Yahoo! and American Airlines. His educational background is Finance and Economics from Southern Methodist University and London School of Economics.



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Mely Wilcox earned a JD in Criminal Law from Benemérita Universidad Autónoma de Puebla and became a Criminal Law Attorney in 1997. In 2004 she earned both US citizenship and a degree in construction project management from the Dunwoody institute in Minneapolis MN. She worked as a commercial Construction Project Manager at Kraus-Anderson Construction for several years before helping co-found BlitzMetrics. She is the mother of two boys, an avid runner, and enjoys learning new languages (her most recent challenge is Japanese).



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Matt Prater spends his professional life managing Facebook marketing and working closely with brands such as The National Football League, Nike, MTV, and AT&T. His area of expertise includes ad campaign management and project development. He graduated from the University of Colorado, Boulder with degrees in Economics and Political Science. Outside of work, Matt is an avid tennis player and enjoys rock climbing, cycling, and travel.

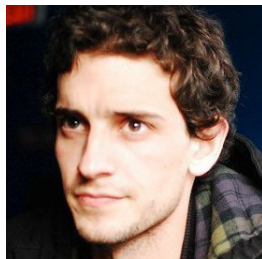


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Brynn Smith has a passion for making complex problems easy to understand and graphically pleasing. At Blitz, she works to maximize the design of their marketing materials so they reach farther and stronger. Brynn has a BS in graphic design and is a collegiate All-American runner. In her spare time she spends her days living an active outdoor lifestyle with her husband, son and two dogs.



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Manager of Facebook Marketing

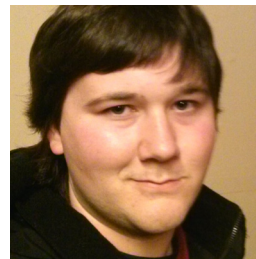
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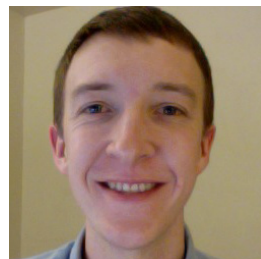
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