blitzmetrics ™

Automated Intelligence for Agencies

Contents

"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*

"Dennis Yu is a Facebook Marketing genius."

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

Loved By

Nike · nickelodeon · PBS · FOX · Domino's Pizza · Cabela's WORLD'S FOREMOST OUTFITTER® Hunting · Fishing · Outdoor Gear

lanebryant · MTV MUSIC TELEVISION · VIACOM · green dot · Valpak · Quiznos MMMM...TOASTY!

RosettaStone · [i]NDEPENDENTLENS · webtrends · reputation.com

Red Bull® · AUTISM SPEAKS It's time to listen. · TEXAS ROADHOUSE · Soles 4 Souls · TARGETED VICTORY · OMS · PEACE CORPS

NICHE MODERN · CORNUCOPIA INSTITUTE · Claire's Place Foundation, Inc. · W · GRAMEEN FOUNDATION · OneRiot Search for the pulse.

The Media Loves Us, Too...

WALL STREET JOURNAL · The New York Times · n p r · TechCrunch · CBS NEWS

Inc. Handbook of the American Entrepreneur · Entrepreneur MAGAZINE · Google grants · SocialMedia Examiner · mediabistro.com

All Facebook The Unofficial Facebook Resource · John chow.com The Miscellaneous Ramblings of a Dot Com Mogul · webtrends · ReadyTalk · SMX Search Marketing Expo.

Expand2Web · SES CONFERENCE & EXPO · Socialbrite Social tools for social change · Socialmedia.biz SOCIAL STRATEGIES | SOCIAL NEWS · webmaster RADIO WEBMASTERRADIO.FM

blogworld™ · PUBCON · OMS OnlineMarketingSummit · web 2.0 EXPO · The Niche Report

APPSUMO · AFFILIATE SUMMIT · Ultra Light Startups · PPCSummit · Expon 2011 · [seal]

Certified Partner Program

You're an agency who is good at what you do and handling clients. We're a social analytics software company good at producing reports. Let's work together to make you look good, producing reports under your brand name.

- Save yourself time and money with our report automation.

- Focus on client management, strategy, and retention, while our dashboards showcase your campaign impact.

- We train your folks and support you on the back-end, hopping on calls if you request.

The Blitz Partner Program is designed to support your business growth, help generate new opportunities, increase profitability and close deals more quickly.

How it works:

- You have your own admin to create dashboards to demo to clients and prospects.
- You can also create public dashboards to cover an industry you specialize in. Load up to 1,000 companies. Add some analysis and become the measurement standard for that industry or vertical. A public dashboard doesn't require a log-in and includes only public data (no private, client data).

$2,500 white-label fee — 2 weeks set-up on your domain

Benefits to Partners:

1. Learn how to build dashboards and perform analysis on a sample client we provide you or one you have.

2. Marketing materials skinned for your brand. Give us a logo and have dashboards live on your site. Determine country/vertical pricing if different than our standard offering.

3. We drive you leads based on your geography and vertical. For strategic partners, we'll fly in and help you close deals.

"At Netizency we highly value the Blitz dashboards as they give our clients a clear view on the value we are adding to their social presence. They can reference their performance against competition and set measurable KPIs, all of which can be tracked in real-time through easily accessible browser based dashboards. The team at Blitz is also extremely friendly and readily available around the clock to help with clarifications and queries.."

— **Fadi Khater**, *Netizency*

We automate your reporting, so you can spend more time with your clients and less time in Excel.

Features	Benefits
All Your Clients' In One Place	• 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 clients' pages, brands, and locations? How do you get them to work together?
Advanced Analytics	• Unlock competitor strategies. Set benchmarks. • How is content performing by geography, time of day, and how can you improve the reach and engagement? • Who are your clients' most engaged and influential fans?
Integrated Advertising *(sponsored stories)*	• Configure Facebook ads to guarantee your clients' posts show up in the news feed. • Quickly adjust underperforming ads. • A single view of your owned, earned, and paid media.

"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."
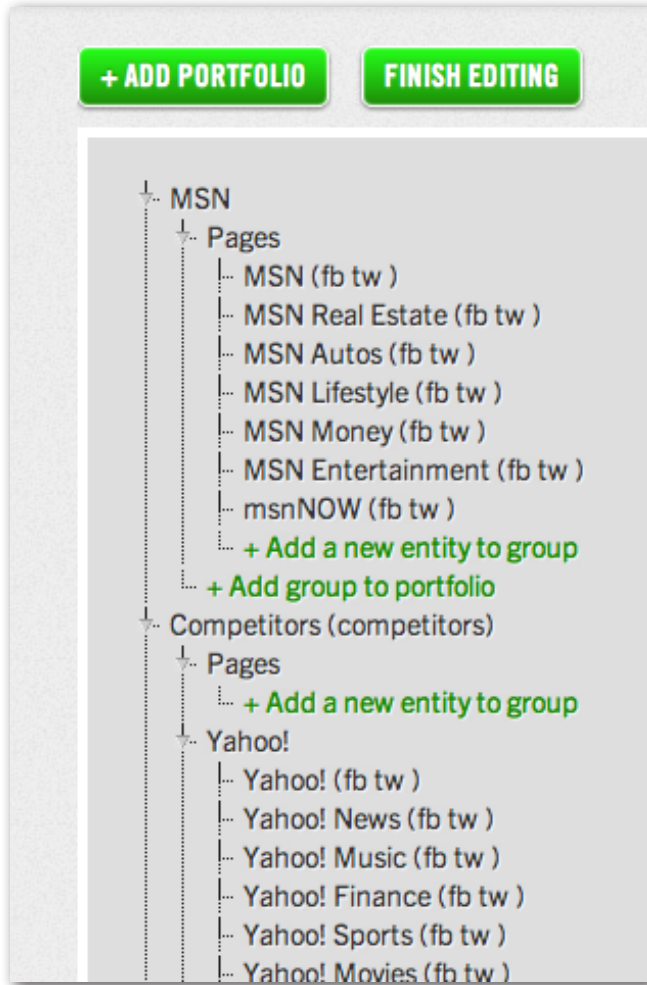
— **Julie Sun**, MTV Networks

"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

Manage All of Your Accounts in One Place

Your Clients Have Many Products, Teams, Shows, Or Locations Worldwide

- If you're working with the NFL, they have 32 teams, which each have 53 players. And each of these players has a Facebook and Twitter.

- If you're working with Viacom, they 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 working with 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'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*

Screenshots - Executive Dashboards
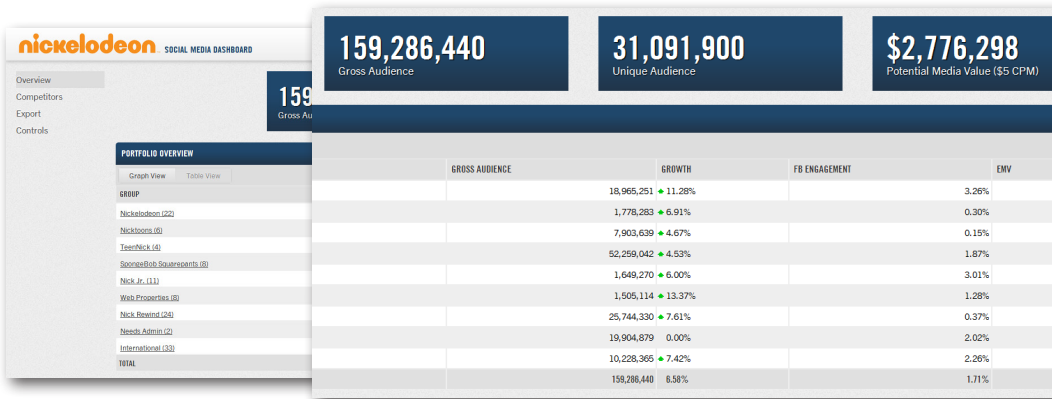
1.1 All Your Data In One Place

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

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

"The Blitz team clearly demonstrated their expertise to us in building a strong locally oriented web presence. Their approach of applying fundamentals within a comprehensive game plan fitting our unique wants, needs, and abilities showed us that they are looking after our long term success in the continually changing game of attaining a strong web presence. This is re-assuring to me as a small business owner who relies on trusted partners like Blitz who really do care about the success of their clients as much as their own success."

*— **Helly Duncan**, Principal Designer and Owner, Design Matters Inc.*

TOP FACEBOOK COMPETITORS BY AUDIENCE

VICTORIA\'S SEC
- 15,816,525 Fans
- 50.81% Market Share

KOHL\'S
- 6,142,839 Fans
- 19.73% Market Share

MACY\'S
- 3,294,148 Fans
- 10.58% Market Share

JCPENNEY
- 2,166,646 Fan
- 6.96% Market

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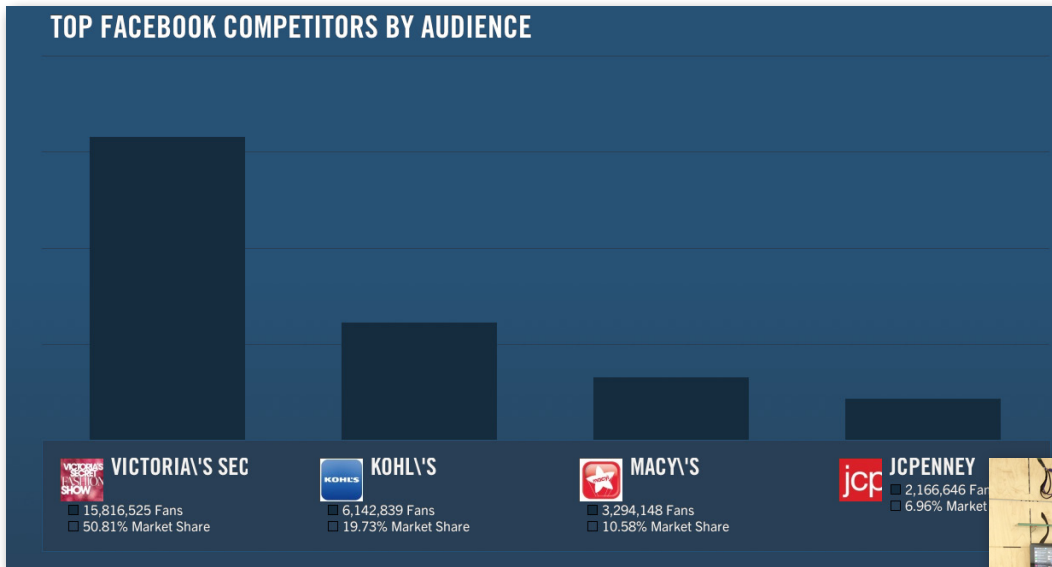
1.3 HD Dashboard

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

CUSTOM

I just finished a 1.46 km run with a time of 15:44 with Nike+ GPS. #nikeplus #makeitcount - @hyukoon

#MAKEITCOUNT

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*
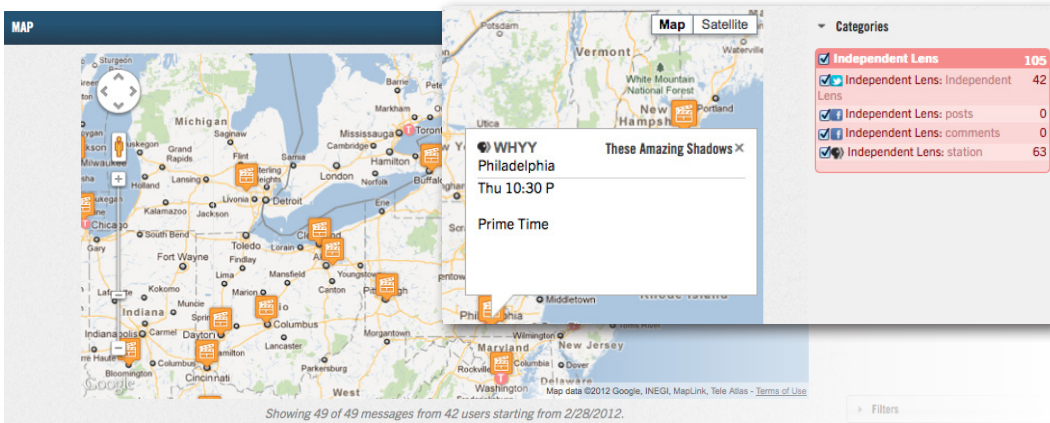
1.5 Social Weather Map

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
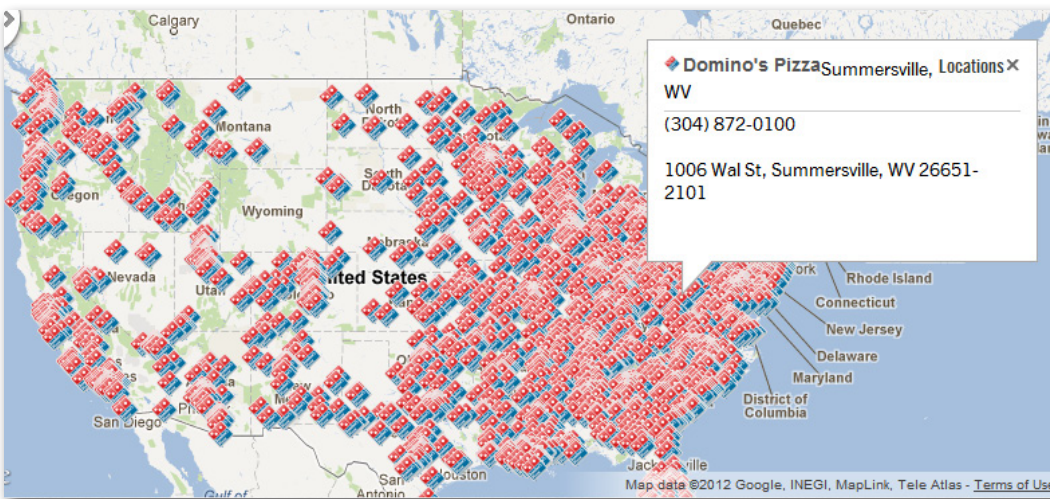
1.6 Geo-Spatial Mapping

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

"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*

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

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

Screenshots - Marketing ROI
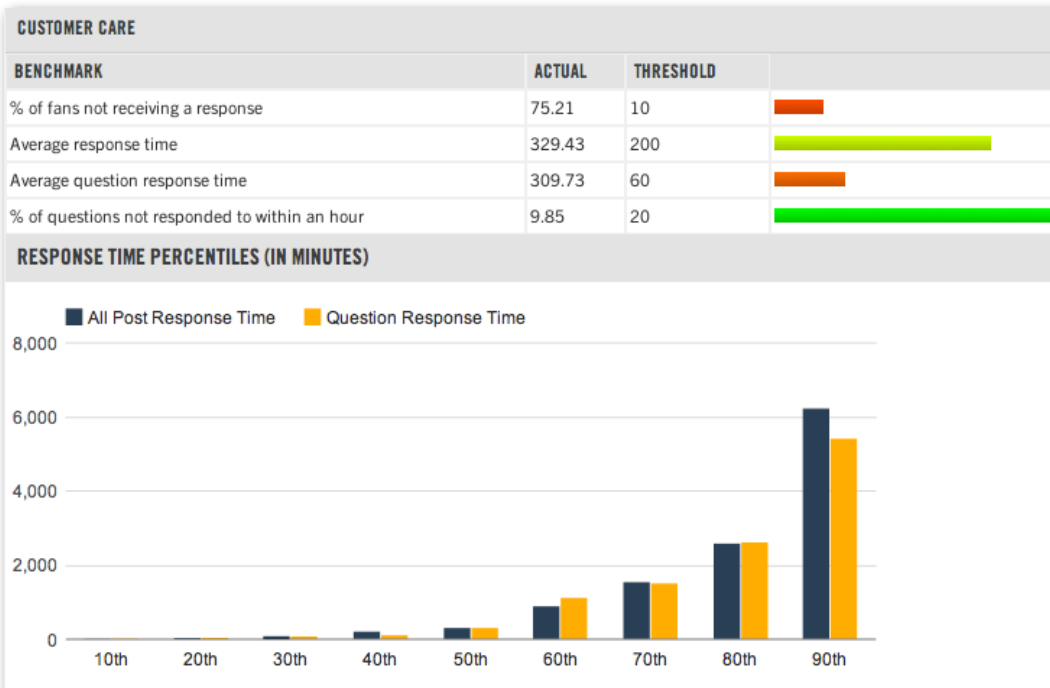
2.1 Customer Care Metrics

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.
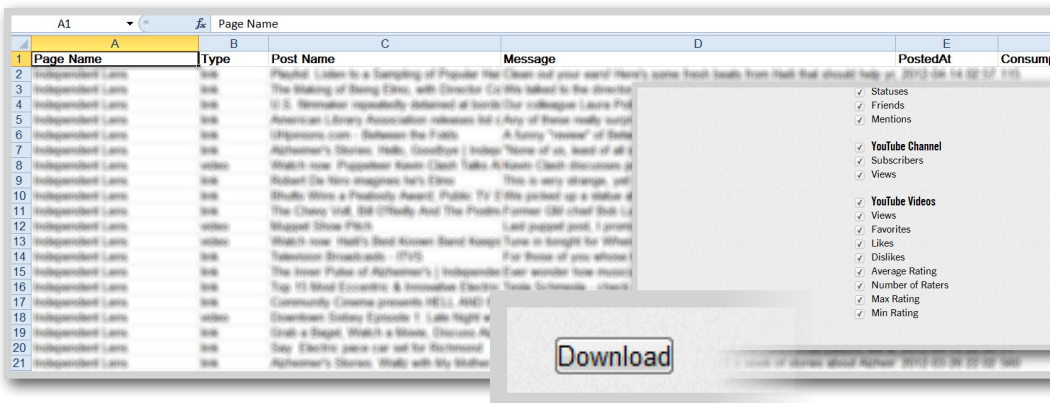
CUSTOM
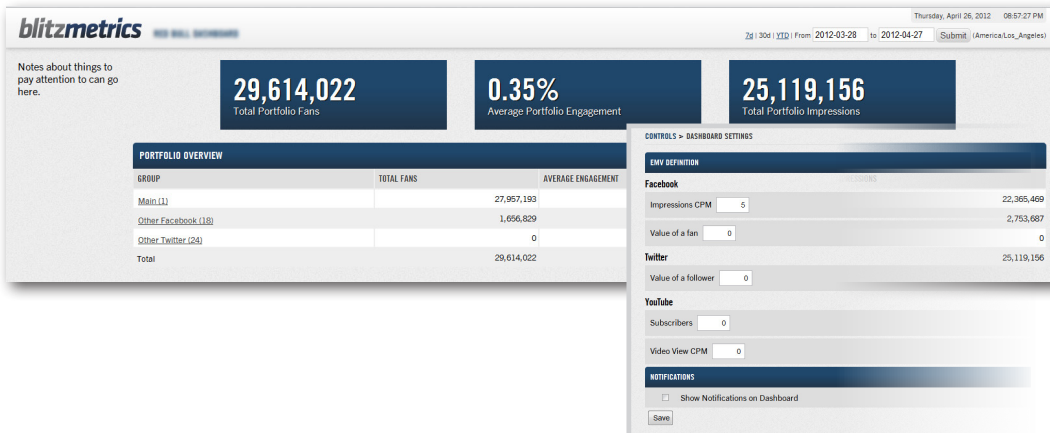
2.2 Earned Media Value

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

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
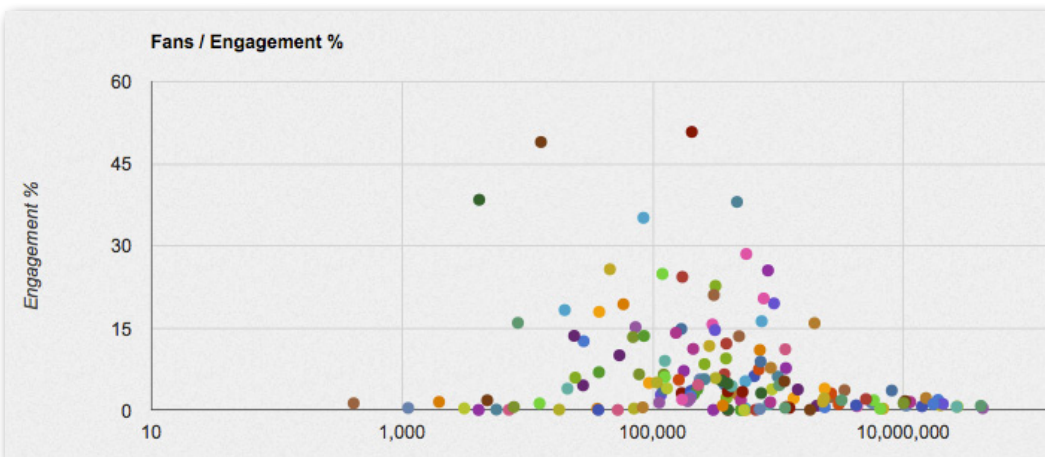
Fans / Engagement %

3.3 Fan Engagement Metrics

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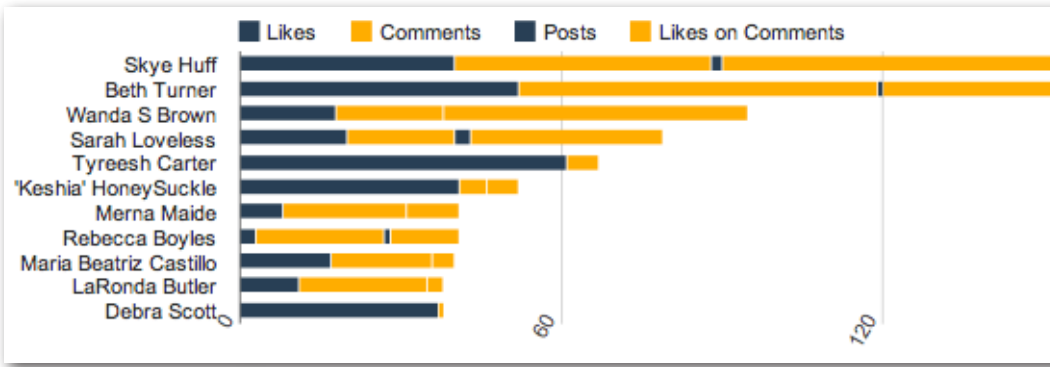
STANDARD

35% MALE   62% FEMALE
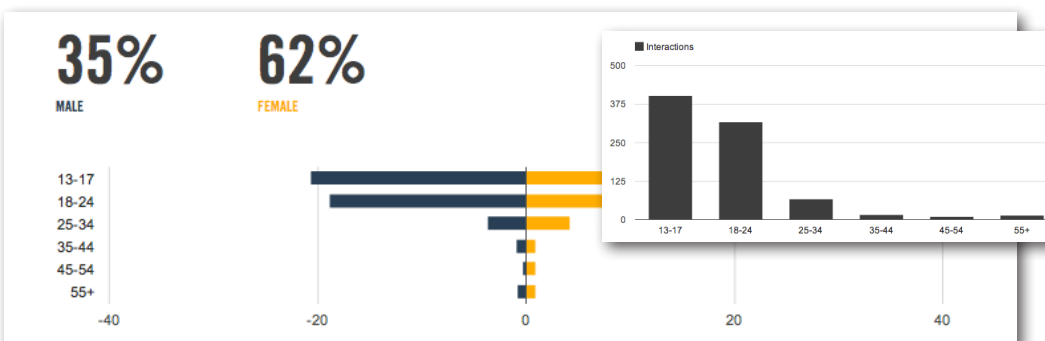
3.4 Demographics

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
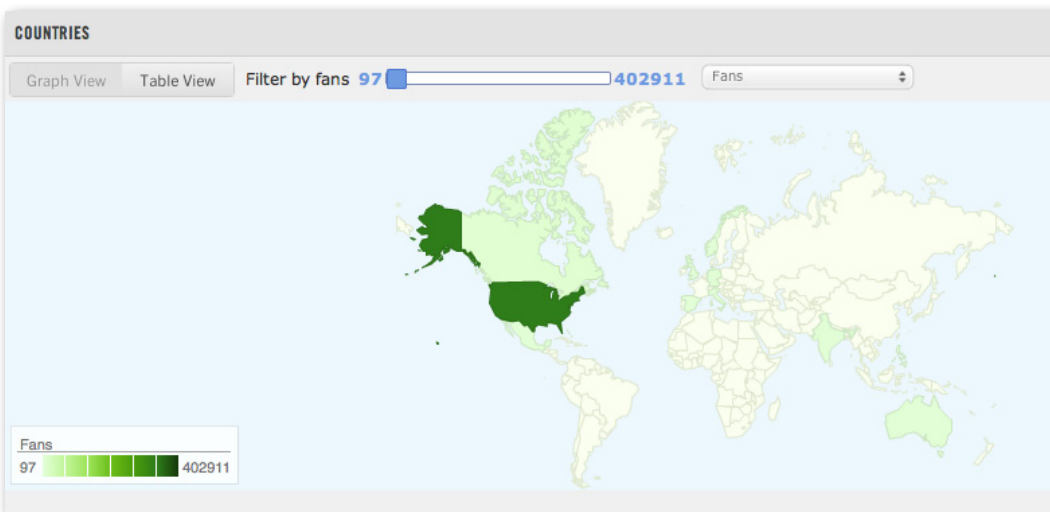
3.6 Country Level Data

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.

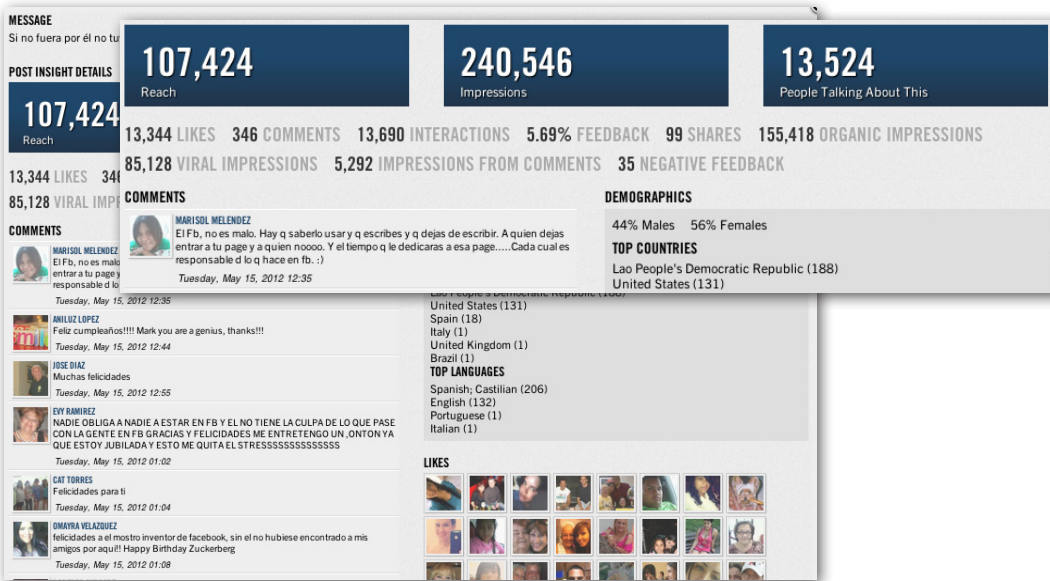**CUSTOM**

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*

BEST TIMES TO POST

Overall for public posts, the best day to post is Saturday, and the best time to post is between

Graph View   Table View   Public ▾
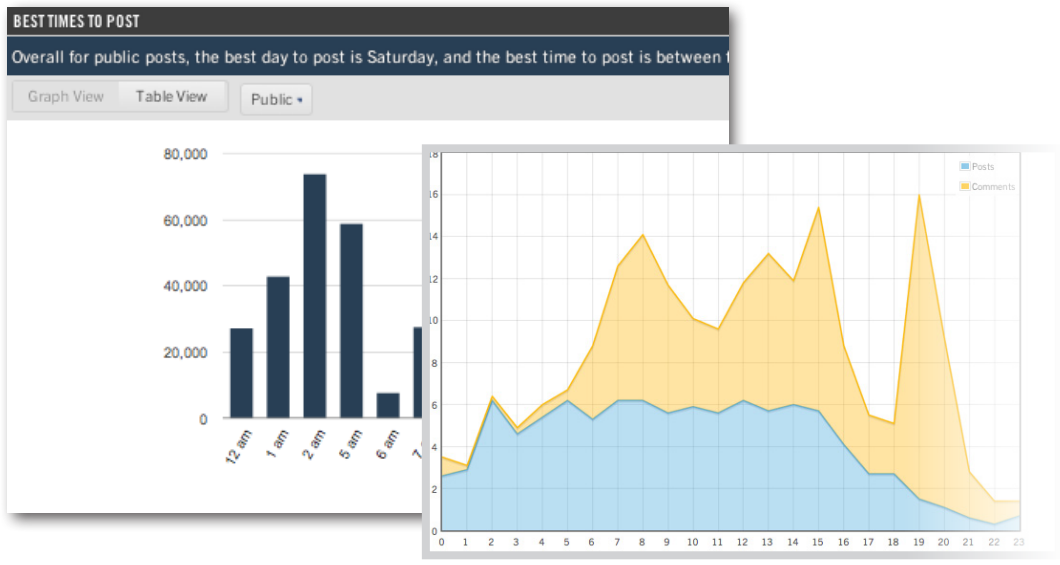
4.3 Post Timing

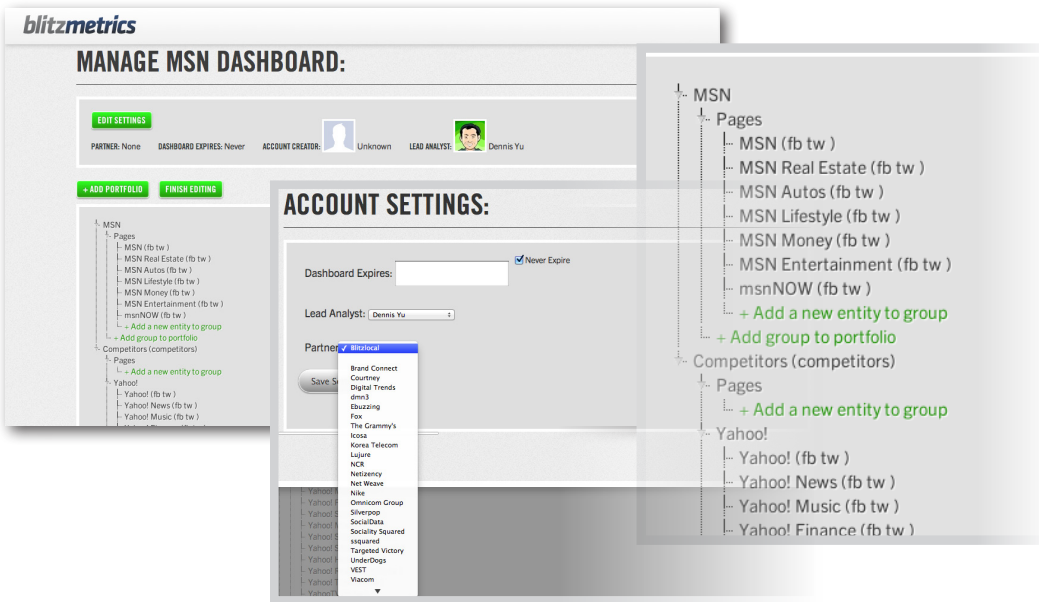Know what times of day generate the most impact? We let you know.

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
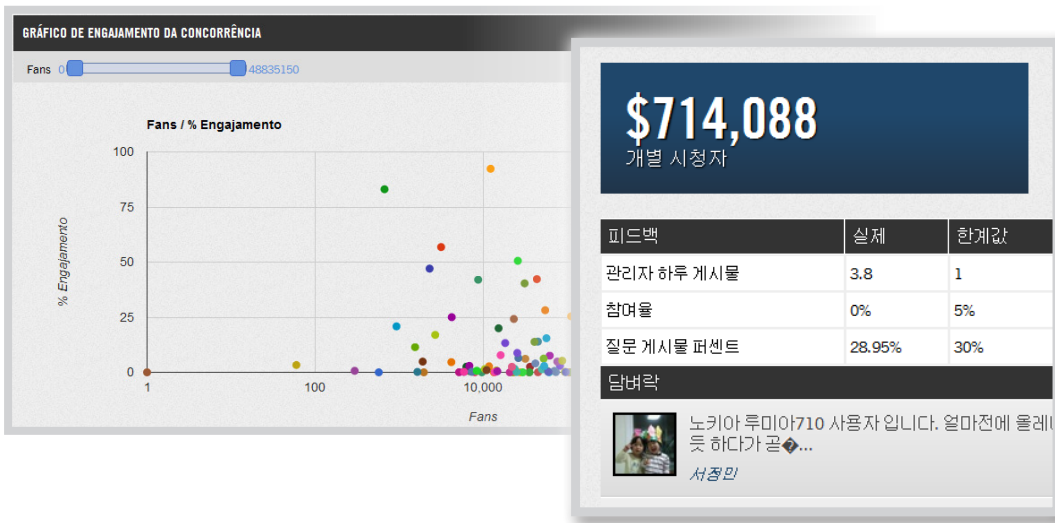
5.2 We Speak Your Language
See your data in English, Korean, Spanish, Italian, German, French, Portuguese, and Japanese. More languages coming!

STANDARD

"You guys rock!"

— **Neil Glassman**, *Principal Marketing Strategist, WhizBangPowWow*

5.3 Multi-User Management

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

STANDARD
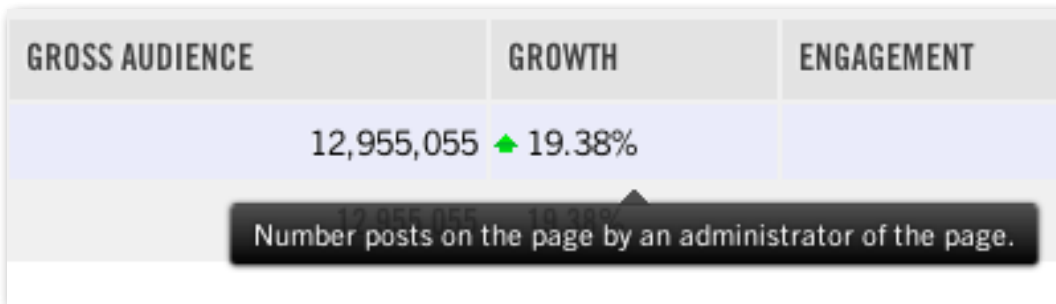
5.4 On Screen Help

Tool tips and definitions right where you need them.

STANDARD

Newsfeed Coverage and Feedback Rate

STANDARD

12,701,359	218,700	29,763,610
Fans	PTAT	Impressions
1.72%	**3.34%**	**8.02%**
Engagement	Newsfeed Coverage	Feedback Rate

Percentage of the total fans who have seen the page.

Percentage of fans who saw the page that also interacted with the page in some way.

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 m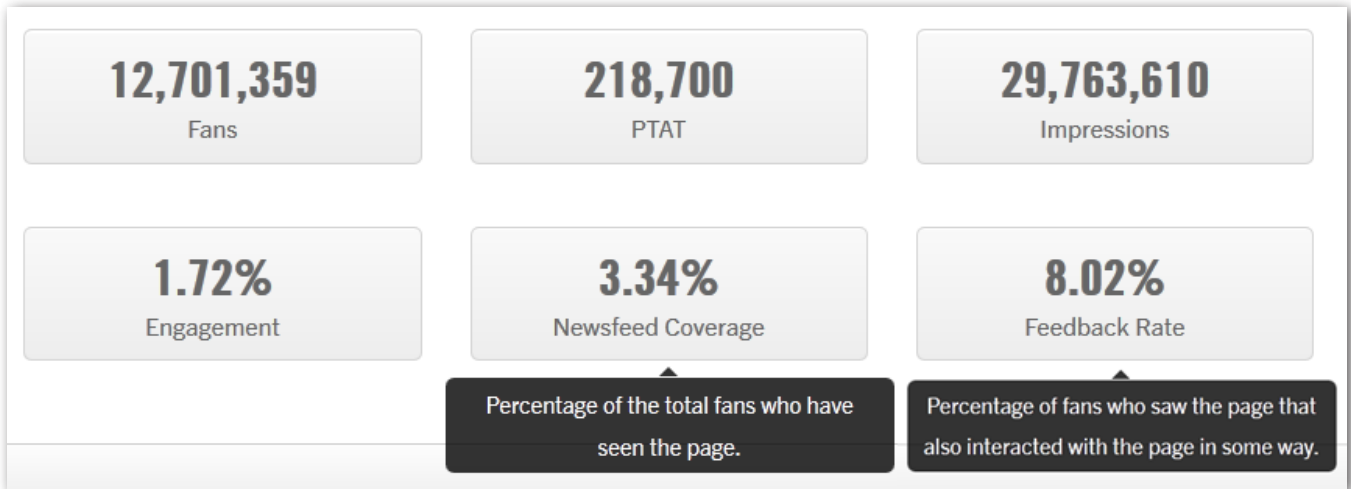ore mysterious. It's worth your time to understand why Facebook has chosen this as their single most important way to measure engagement.

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 clients' social loyalty vs those of competitors by looking at engagement and retention

See how they compare and view top fans.

Facebook Retention Model

RedBull

Date 10/16/2012

Retention (Days) **103.4**

| | Total Fan Base | 32,556,941 | | | Scores | Change MoM | |
| Active Fans since Jan 12 | 1,446,825 | % of Active Fans | 4% | | 269,657 ○ -3% | |

Interactions Summary

	Lifetime	Current Month		MoM
Interactions	2,966,746	167,667	●	-11%
Interactions (Per Active Fans)	2.05	1.38	○	1%

Interactions by Type

Posts	6,800	373 ● -13%
Likes	2,594,649	147,124 ● -14%
Comments	283,420	16,898 ● 14%
Likes On Comments	88,677	3,272 ○ 9%
Posts per unique poster	6,800.0	373.0 ● -13%
Likes per unique liker	2.0	1.4 ○ 2%
Comments per unique commenter	1.3	1.1 ○ 1%
Likes On Comments	1.9	1.6 ○ 10%

Interaction Scores
■ Post ■ Likes ■ Comments ■ Likes On Comments

Page Posts

Facebook fans (main)
■ Male ■ Female

Pages	Fans	Delta	WoW
Rosetta Stone	1,290,175	5,626	0.44%
Italy	55,380	870	-0.16%
Korea	44,778	(182)	0.19%
Japan	47,935	1,628	0.52%
United Kingdom	40,571	9,060	1.11%
Germany	29,193	80	-0.25%
Careers	3,488	1	0.00%
HomeSchool	28,991	1,440	3.15%

YouTube *views*
■ US Youtube ■ IT Youtube ■ UK Youtube ■ JP Youtube ■ DE Youtube

twitter *followers*
Main account 79,434
Other

Retention Distribution

Retention (Days)

Active Fans	1,446,825
At least 2 interactions	409,238
only 1 interactions	1,037,587

■ At least 2 interactions
■ only 1 interactions

1,037,587, 72%

Retention Distribution

Retention Distribution(%)
Fans with at least 2 interactions

Data Sources

Standard

Custom

Your Data Sources

Your Data Sources

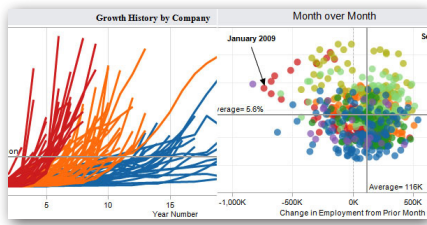Your Data Sources

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

— David Szetela, *Founder of Clix Marketing*

Access Your Clients Data Anywhere, On Any Device

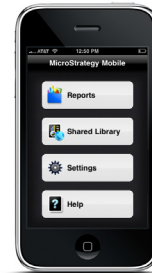It's their data, so we enable them to download it or access it via their favorite reporting.

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

blitzmanager

Word of Mouth at Scale

FirstBank
June 9, 2011

Anti Frustation
Check out our new commercial. Try to not pull your hair out and come see us when it's time for a mortgage.

Like · Comment · Share   23

FirstBank
August 1, 2011

We have 2 tickets for Goo Goo Dolls to give away! These are for the August 17 show at the 1STBANK Center in Broomfield, Colorado. Comment here with your favorite Goo Goo Dolls song to be entered for a chance to win. The winner will be deter...See More

Ad Preview

I Want A Dashboard!

Enterprise Social Dashboard

120 Billion Facebook Impressions: What we learned Facebook Articles How to best leverage

Brynn Monique Smith likes BlitzMetrics.

Leverage Our Experience Over The Last 5 Years Across 2,000 Campaigns To Know What Combination Works For Your Clients

Ads, Apps, Analytics

Ads drive traffic. Together with our applications, they are designed to work seamlessly together in driving fans, engagement, leads, or conversions of any type.
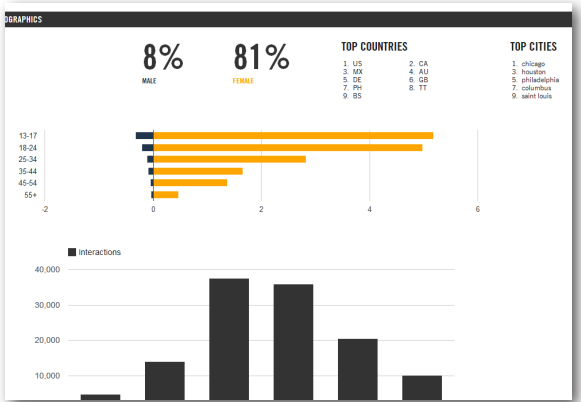
Ads > **Apps** > **Analytics**

Drive Traffic   Engaged Users   Optimize Goals
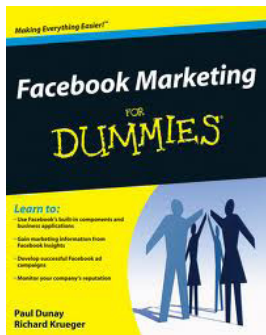
"One of my mentors in Facebook advertising is Dennis Yu. Dennis recently guest blogged for SocialMedia.biz about his micro-targeting strategy, showing us how to target down to the individual. And, all of this, for less than $5 a day. Dennis, if you keep on giving away our secrets, no one will hire us. But, that's the beauty of this man, who just wants to share his knowledge with all of us willing to learn from him. And, he still has plenty of tricks to teach us. I just hope he continues to share."

— ***Richard Krueger***, *Author, Facebook Marketing for Dummies and Facebook Advertising for Dummies*

Ensure Messages Get Into the Newsfeed

Amplify organic content and positive fan behavior via Sponsored Stories.

Sponsored Story - Page Likes
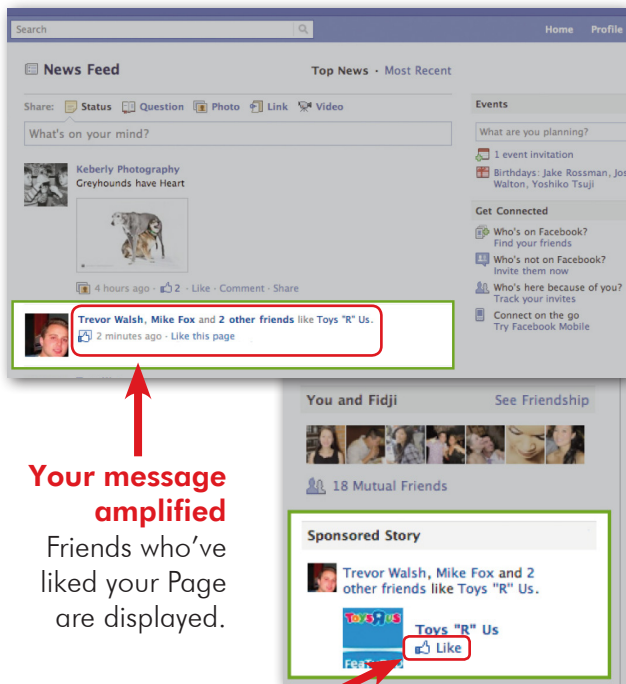
Your message amplified
Friends who've liked your Page are displayed.

Your message amplified
The Page can be liked right from the ad.

Sponsored Story - Page Posts

Your message amplified
Your latest Page post is displayed as a Sponsored Story.

Target contextually

"Blitz is a true thought leader in Facebook marketing and metrics. They are also an excellent partner who is always willing to go the extra mile. If they don't know the answer, they soon will and most times before you even know to ask the question."
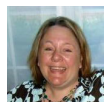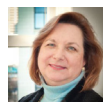
— **Michele Warther**, *Director of Community, Webtrends*

Show Ads In Mobile
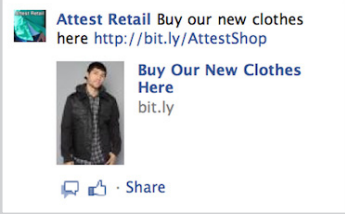
Target by their type of device, too.
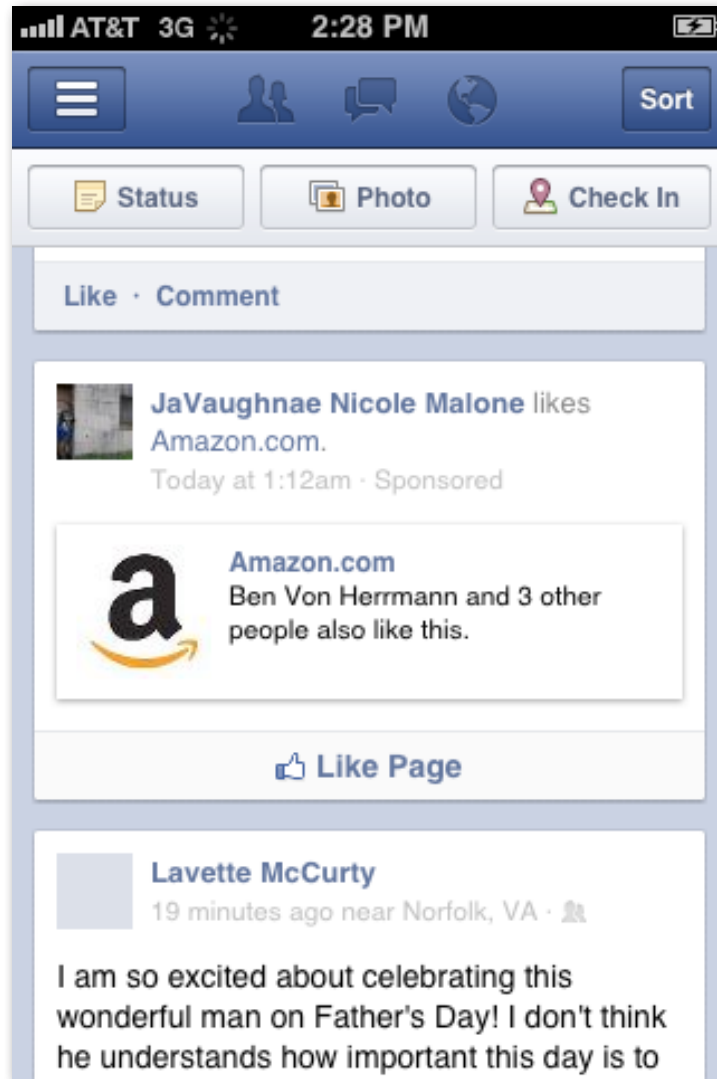
"One of the most brilliant ideas to come along to serve Boomers — and beyond — in a long while ."

— *Gillian Muessig*, *SEOmoz*

Social Ads That Engage and Convert

Configure the right mix of Sponsored Story ad units against your clients' chosen goals.

Goal	Story Type	Story Content
Grow Audience	**Page Like** Laura Gibson and Katharine Banks like Upscale Plus. Upscale Plus 👍 Like	Your page was liked either on Facebook directly or on a Like Box on a separate site.
Drive Engagement	**Page Post Story** Attest Retail Buy our new clothes here http://bit.ly/AttestShop Buy Our New Clothes Here bit.ly 💬 👍 · Share	Publishes the latest Page post as a Sponsored Story.
Drive Engagement	**Page Post Like** Michael Barton likes Gonzo Tennis' album 2008 Tennis Party. 2008 Tennis Party 💬 23 👍 174	Displays the user's friends who have already liked your page.
Drive App Usage	**App Uses / Game Played** Jenny Gough played Rosetta Stone Gift Wheel. SPIN Rosetta Stone Gift Wheel 👍 Play	In the last month your App or game was used by someone at least twice or for 10 minutes.
Enhance Local Traffic	**Check-In** Joey Harper Second time today – at Gordmans with Violet Harper gordmans Gordmans 👍 Like 💬 1 👍 1	In the last week someone used Facebook Places to check in and/or claimed a deal at one of your claimed Places.

Rigorous Social Optimization Process

Micro-target the right audience, resulting in high quality fans at the highest efficiency. Our analytics will pinpoint who your clients' best fans are, what they like, and how they can capture more of them. We have been doing social ads since June 2007, on the day the platform first opened.
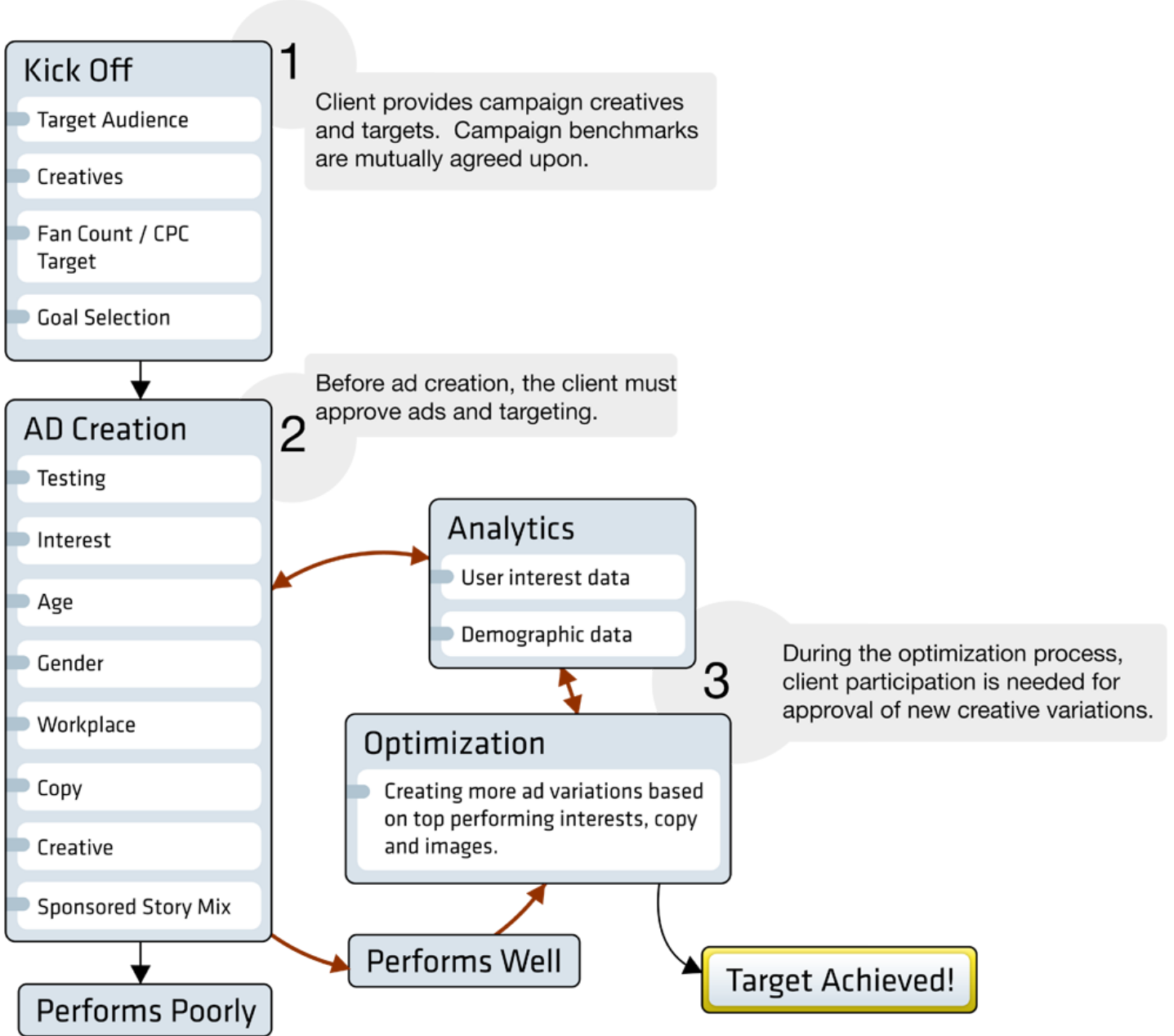
Ad Interest Targeting

We laser target ads down to specific interest targets (including geographic locations). Quality beats quantity. Facebook rewards high relevancy by discounting the price of traffic.

Interest Targeting	Count
Internet	2,718,000
Computer	1,959,060
Technology	1,178,760
Laptop	906,720
Competitor Targeting	Count
Google	2,861,280
Yahoo!	2,198,180
AOL	453,980
Skype	206,440
Lateral Targeting	Count
Blog	2,081,280
Online Chat	1,269,080
Newspaper	491,640
Instant Messaging	39,180

Literal Targeting:
What are the direct interests related to your brand?

Competitive Targeting:
Who are your competitors?

Lateral Targeting:
Who are these people? What kind of things are they interested in?

"I love what you're up to — keep up the great work!"
— **Mari Smith**, *Social media celebrity*

"You guys are awesome. I was a fan of what Dennis was doing before, even bigger fan now. Thank you."
— **Kamal Ravikant**, *Chief Email Officer, Revnetics and author of "Love Yourself Like Your Life Depends On It"*

Grow high quality traffic for your clients via engagement apps, then have analytics help them optimize.

APPS: Configure a Wheel contest app in order to drive fan engagement. Then use Sponsored Stories to amplify the actions of people using the app, pushing these actions into the News Feeds of their friends.

ANALYTICS: Provide metrics and actionable intelligence via the Command Center, allowing your clients to successfully manage all their social properties.

"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*

Our apps enhance marketing initiatives by encouraging content sharing and fan engagement.

We generate fan information, helping your clients' gain insight into their existing and potential customer base. Finally, we provide social analytics, including ROI analysis and competitive insight, allowing them to quickly act upon insights—responding to everything from low engagement to a high Cost Per Fan.

We use ads and apps together to drive potential customers down the marketing funnel.
Fan attention and interest will ultimately drive conversions.

Engage Fans With Games and Prizes

Facebook Wheels

Vote and Share

Your Team

Dennis Yu
Architect
dennis@blitzmetrics.com

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.

Mely Wilcox
Chief Financial Officer
mely@blitzmetrics.com

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).

Matt Prater
Senior Manager of Facebook Marketing
matthew.prater@blitzmetrics.com

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.

Brynn Smith
Creative Director
brynn.smith@blitzmetrics.com

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.
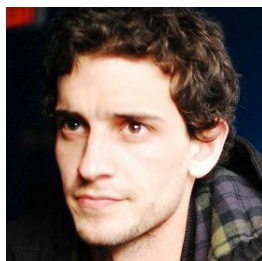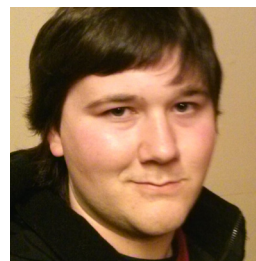
Travis King
Manager of Facebook Marketing
travis.king@blitzmetrics.com

JC Medina
Corporate Development
jc.medina@blitzmetrics.com

Cody Blair
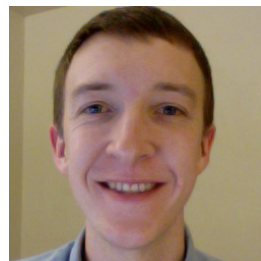Facebook Ads Expert
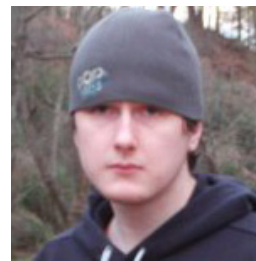cody.blair@blitzmetrics.com

Ming Chao
Analyst
ming.chao@blitzmetrics.com

Robert Hilario
Analyst
rob.hilario@blitzmetrics.com

Zack Davis
Analyst
zack.davis@blitzmetrics.com

Max Darby
Analyst
max.darby@blitzmetrics.com

Josh Hamby
Analyst
josh@blitzlocal.com