

Corporate Backgrounder

COMPANY OVERVIEW

Founded in 2004, BuzzLogic (www.buzzlogic.com) is an on-demand software company that drives performance within the social media channel by helping businesses, publishers and bloggers harness online influence to improve their bottom lines.

THE STORY OF INFLUENCE

Influence: “a power to affect persons”

We all know influence moves markets—and given the amount of time consumers spend online, the magnitude of the Internet’s influence on consumer buying behavior can’t be overstated. However, identifying and reaching influential online people specific to the topics you care about is nearly impossible, given millions of blogs and often hundreds or thousands of postings on any given topic. Traditional media, user-generated content, social networks and 12 million blogs in the US alone all trade opinions, compete for consumer attention and shape popular perception, making it increasingly difficult to separate “signal” from “noise.” Influence is the new currency in today’s social media world—but who wields the kind of influence you’re looking for, and how do you cut through the noise to reach them? Better yet—how can you incorporate influential online content and people into your overall Internet strategy? And what if you’re a highly influential content provider yourself—are you suitably rewarded for the content you create?

BuzzLogic’s mission is to unlock the power of influence with applications that help players across the social media ecosystem—businesses, online publishers and the individuals creating influential content themselves—reap the rewards.

TECHNOLOGY

BuzzLogic’s applications are powered by its patent-pending influence platform, which considers more than a dozen factors to calculate and surface topic-specific influential social media content. BuzzLogic’s algorithms determine both the influence of people discussing a subject, and the composition of the audience linking into (or “listening”) to that conversation. This means both the relevance and overall popularity of an individual post, along with the relevance and popularity of all in-linking posts, are dynamically measured to truly determine both the volume and the quality of attention a specific piece of content receives at any given moment. Additionally, BuzzLogic’s algorithms factor in time, which enables its applications to measure whether a person is becoming more or less credible on a subject.

Unlike blog search engines or brand monitoring tools, BuzzLogic’s “conversation” index filters out spam (“splogs”) and other irrelevant noise by including people whose content is proven to be trusted by others across a wide scope of media types—including blogs, social networks and other social media, corporate sites and more than 7,000 mainstream media outlets.



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APPLICATIONS

BuzzLogic Enterprise, launched April 16, 2007 is the first application from BuzzLogic, allowing advertisers, marketers and communications professionals to let influence be their guide as they maximize online advertising performance, blogger relations and product promotion campaigns.

Future BuzzLogic applications for companies publishing their own content, like newspapers and retail brands, as well as individual bloggers, are coming soon.

INVESTORS

In January 2007, BuzzLogic closed \$9.6 mm in Series A funding from Adams Capital Management, Ackerley Partners and Transcosmos Investments and Business Development

MANAGEMENT

Rob Crumpler, President and Chief Executive Officer
John Maley, Chief Financial Officer
Todd Parsons, Co-Founder and Chief Product Officer
Matt Elders, SVP, Worldwide Sales
Kurt Freytag, SVP, Products and Engineering
Will Kessler, VP, Ad Network Engineering
Jeffrey Glover, Co-Founder and Lead Engineer

BOARD

Rob Crumpler, President and Chief Executive Officer
Todd Parsons, Co-Founder and Chief Product Officer
George Ugras, General Partner, Adams Capital Management
Chris Ackerley, Co-Founder of Ackerley Partners, LLC.
J. Scott Briggs, Corporate Strategy Advisor (former Ziff Davis, Inc. President)

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