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MAKEBUZZ

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## *Establishing Standards, Leading the way*

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Founded in 2001 by Christopher Skinner, MakeBuzz has its roots in the early days of the Internet. For 14 years Christopher has been at the forefront of online marketing, with a keen interest in the complexities of global communication. MakeBuzz understands how consumers interact with the web across cultures, and we help our clients speak to a global marketplace.

Christopher began his work with search algorithms in 1989, founding Ustium, one of the first companies to specialize in Search Engine Optimization. From 1995 until 2001, he worked internationally on SEO, navigational structure and web usability. He helped build Hotwire.com and built eSurance.com, performing their early search engine optimization and marketing, web design architecture, and business consulting.

With the advent of paid placement, Christopher focused on methods to drive business metrics into the new search engine model and, in 2001, MakeBuzz was born. He holds two patents in fundamental online media management; he invented web to telephone tracking, which segments the value of marketing to call centers, and aspects of word-of-mouth marketing, which allows companies to track subtle consumer behaviors beyond the web.

MakeBuzz has worked with an extensive and diverse range of clients including over 150 established multi-channel retailers. By using MakeBuzz licensed technology and strategy, we helped convert Performics from a distant 3rd place affiliate network to the largest SEM company in the world. Performics later sold to Google as part of the \$3.1 billion dollar DoubleClick purchase.

Moving forward, MakeBuzz continues to work on true Internet Integration, drawing on our experience and commitment as an industry leader, to help clients achieve their business goals.