

AUGUST 14th, 2014 – Six Spoke Media, a performance-focused, global digital advertising agency, announced that it surpassed its fifth anniversary last month. “Over the last five years, we’ve not only beat the odds, but we’ve also built a thriving and growing agency that I strongly believe puts us in the best-in-class segment,” says CEO Edward Kim, who has previously built sales and services agencies with Digital Impact (acquired by Acxiom) and as the founding CEO of Red Bricks Media (acquired by Geary Interactive).

Five years ago, Edward Kim founded Six Spoke Media with the vision of building a new breed of agency for a new age. He believed that this age required brands to think differently, to bridge data science with performance design, to think of their customers as empowered, connected, and vocal, and to respond with an approach that he coined as “Discoverability Marketing”.

As Kim states, “With each new disruptive technology, whether it’s the latest app, social media network, or device, customers are increasingly empowered to research products and services, connect with peers, discuss with industry experts, voice their support of or discontent for brands and so much more. In this new environment, brands need to know how to join and facilitate these conversations and rise above the clutter and chaos to be discoverable when customers are making decisions.”

Today, Six Spoke Media is much more than a typical agency. Given Kim’s mathematics background and tenure in consulting at PwC, Six Spoke Media has hired a diverse and talented group of ex-consultants, quant-driven data scientists, and performance-oriented creative whizzes to build a true business consultancy that sees marketing and advertising as not an end in itself, but as a means to solving its clients’ business problems and challenges.

Utilizing its Discoverability Marketing approach, Six Spoke Media has won the business of Global 2000 companies and many of the fastest-growing startups alike. Six Spoke Systems, Six Spoke Media’s proprietary integrated ecommerce platform, has now driven millions of dollars in ecommerce transactions, and allows clients on the platform to utilize fully customizable ecommerce solutions, integrated marketing, and robust analytics.

Six Spoke’s Managing Director, Becca Vittetoe, says, “Six Spoke Media’s fifth anniversary is a tremendous milestone for the company. Over the past five years, we’ve introduced incredible innovation into the industry, from our ecommerce technology to our six-step methodology for a research-based approach to social media marketing. We’ve always

looked for better ways to approach marketing, from our algorithmic approach to optimizing search and display campaigns, to utilizing second and third party data to target consumers more effectively, to building out our own trading desk to provide our clients with the most efficient media costs."

Kim adds, "To Six Spoke's employees and customers, it has been a wonderful five years of accomplishment. I thank you for your commitment, dedication, and loyalty to Six Spoke Media and our unique corporate culture, and to our commitment of achieving excellence. We've done amazing things together, but the best is still yet to come."

To commemorate this milestone, Six Spoke is celebrating their fifth anniversary on the evening of August 28th with their valued clients and friends. The western saloon themed event will be held at Aventine Taverna in San Francisco's Financial District.

About Six Spoke Media:

Six Spoke Media is a full-service, digital marketing agency and consultancy with integrated marketing experts specializing in brand development, media planning, search engine optimization (SEO), pay-per-click (PPC), email and marketing automation, social media, ecommerce, web development, video, creative services, data analytics, and strategy consulting. Six Spoke Media has physical offices in San Francisco Bay Area, Los Angeles, Dallas, and New York City, with capabilities in the top 15 GDP markets through our extended global team. To learn more about Six Spoke Media, visit www.sixspokemedia.com, or contact us at info@sixspokemedia.com, 415.710.6182.