



METIS
COMMUNICATIONS
Agents of Influence™

CASE STUDY

Building on a serial entrepreneur's credibility to influence a new market

Challenge

Jeff Zwelling, former CEO and co-founder of Convertro, had realized his company was ahead of its time. With a goal to educate the market about marketing attribution technology, Metis leveraged Zwelling's experience as a serial entrepreneur, inserted Convertro into timely conversations via the company blog and top-tier publications, and helped establish Convertro as a leading player in the attribution field. As proof, AOL acquired Convertro in 2014.



Company: Marketing optimization platform acquired by AOL for \$101 million in 2014

Industry: Marketing technology

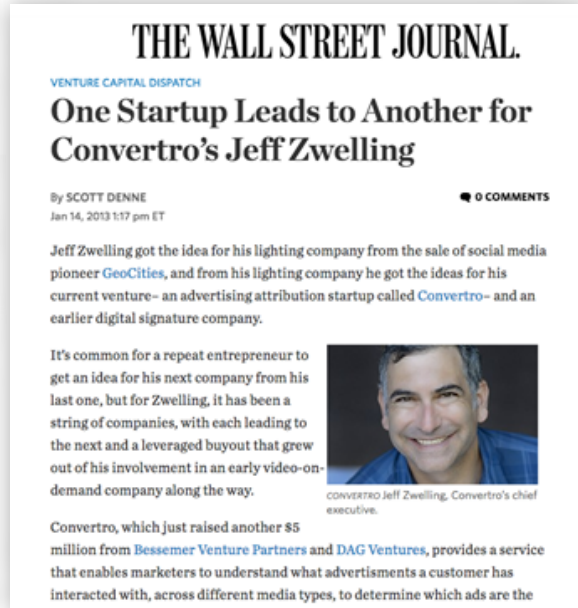
Location: Santa Monica, CA

Website: www.convertro.com

“Working with Metis is like printing money.”

- Jeff Zwelling, chief operations officer of ZipRecruiter and former CEO of Convertro

Highlighted campaign examples



Results



Coverage in *Business Insider*, *Forbes*, *Bloomberg TV*, *The Wall Street Journal*, *The Next Web* and more



\$101 million
acquisition by AOL



Convertro named a *market leader* by the Forrester Wave