

Wpromote Named 2015 Best Places To Work Winner By Ad Age

Top Digital Commerce Firm Named One of 50 Best Places to Work in Advertising & Media Second Year Running

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On November 16th, 2015, Advertising Age named Wpromote a winner for the second year in a row in its highly competitive Best Places to Work in Advertising & Media contest. To be considered for the list, every candidate had to endure a rigorous vetting process analyzing such criteria as hiring practices, benefits packages, salaries, office perks, workplace environment and design, and more. After having taken the #2 spot in the previous year, Wpromote once again came out on top as one of the country's best agencies to work for thanks to a brand new campus and an ever-expanding list of perks and benefits.

Headquartered in El Segundo, Wpromote is one of the nation's leading online marketing agencies. The company made a move in July of 2015 to a 35,000 square foot campus, with office space taking up two floors, new outdoor conference rooms, expanded kitchen and eating areas, and plenty of room for the company to grow. The new office also features a dedicated Mom Room, a massage room, a training room where once weekly Lunch & Learns and twice weekly yoga sessions are held, and plenty of conference rooms large and small for employees to spread out in. This updated space currently houses 180+ employees with room, and plans, to accommodate more.

Other perks include paid birthdays off, Fine Wine Fridays, two fully-stocked kitchens that provide free cereal, coffee, and fresh fruit daily, monthly team social events, and 100% coverage of medical insurance.

Wpromote's uniquely energized atmosphere is supported by a company culture that values honesty, collaboration, and celebration of success. Off-beat and outside-the-box thinking is highly prized at the company, where employees are encouraged to give feedback and think critically about not only their roles in the company but the company's direction as a whole. To this end, Wpromote employs weekly feedback service TinyPulse to encourage all employees to share suggestions, critiques, concerns, and praise. Chief operating officer Michael Block takes personal responsibility for every response the system receives, ensuring every employee is heard and their input taken seriously. This attitude of forthrightness and genuine concern for each employee's happiness helped to propel Wpromote to the #23 position on Advertising Age's vaunted list.

"As always, the competition was tough. Out of the hundreds of companies who applied, we're calling out more honorees than ever before. Fifty big shops, independents, agencies, ad tech, and media companies earned recognition for being

leaders in recruiting, retaining, and cultivating talent,” said Ken Wheaton, editor of Advertising Age. “At the end of the day all these organizations are in the talent business and they’re doing it right. They’re finding interesting, relevant, and often unexpected ways to create cultures and work environments that keep employees engaged.”

“Culture isn’t just a mission statement on a wall. It’s a way of life,” said Wpromote CEO and founder Michael Mothner. “I want the team at Wpromote to feel like their Mondays suck less. I know that if we all feel that way, we’ll communicate that passion and that feeling to our clients as well.”

A full list of winners can be found here: <http://adage.com/article/news/ad-age-s-places-work-2015/301323/>

About Wpromote

Founded in 2001 by Michael Mothner, Wpromote is an award-winning online marketing firm headquartered in El Segundo, California. Wpromote has helped hundreds of clients from startups to Fortune 500 companies grow their businesses online with end-to-end digital solutions. Through integrated search, mobile, and social marketing, the firm has helped Toyota, Bayer HealthCare, Verizon, TOMS, Dickies, Wienerschnitzel, Cleveland Golf, Qlik, TUMI, and Zenni Optical dominate the online Commerce space. With unmatched experience in multi-channel, content-centric campaigns and unrivaled dedication to clients’ results, Wpromote helps companies big and small act and move like large enterprises. For more information, visit <http://www.Wpromote.com>.

About Advertising Age

Advertising Age is the leading global source of news, intelligence and conversation for the marketing and media community. Ongoing coverage of strategic topics like CMO Strategy and data-driven marketing is complemented by breaking news on digital, social media and more. The 85-year-old media group also produces original rankings including the 100 Leading National Advertisers, 100 Leading Media Companies, and Agency A-List.

Submissions were evaluated by Advertising Age research partner Buck Consultants LLC. With nearly a century of experience in employee and human resource consulting, Buck crafted two surveys to help Advertising Age find the companies with the best benefits and most-engaged employees. The employer survey contained about 100 questions concerning pay, promotions, health care, and other benefits and hiring practices. The employee survey contained about 50 questions measuring aspects of the workplace environment that contribute to an engaged staff, including fairness of pay, vacation time, relationships with management and co-workers, career development, and other workplace issues. Any agency, ad tech or

media company with more than 40 full-time employees in the U.S. was eligible to enter.

Ad Age's Best Places to Work 2015

The 50 Companies On Our List Stand Out -- and Give Our Entire Industry Something To Aspire To

Published on November 16, 2015.



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23 Wpromote

Headquarters: El Segundo, Calif.

Employees: 184

When Wpromote was on Ad Age's Best Places to Work list last year, the agency had 101 employees. These days, the growing company still prides itself on nontraditional perks (such as daily subsidized lunches, an on-site masseuse, Fine Wine Fridays and yoga classes) which employees appreciate. "The energy and atmosphere of the office is incredibly upbeat, and promotes a hard work ethic," one staffer said.