

Wpromote Acquires Standing Dog

Combination creates digital marketing powerhouse and expansion opportunities in new markets

EL SEGUNDO, Calif., July 26, 2016 /PRNewswire/ -- Wpromote, one of the nation's leading digital marketing agencies, announced today that it has acquired Texas-based online marketing agency Standing Dog.

Founded in 2005, Standing Dog is a regional leader in search engine marketing, SEO, social media and paid media. [The acquisition](#) combines both companies' digital, technical and creative capabilities, expanding Wpromote's offering regionally and in new sectors, including hospitality and real estate.

"Standing Dog is well-known for crafting award-winning campaigns," said Michael Mothner, CEO of Wpromote. "We're impressed with their ability to innovate for both local businesses and international brands, and we all look forward to welcoming them to the Wpromote team."

"After a decade serving clients around the world, we're thrilled to have access to the added reach and capabilities brought by Wpromote," said Mike Wylie, CEO of Standing Dog. "And culturally, our firms are a perfect fit. Our shared passion for seeing both clients and employees succeed is what will make this partnership work."

Senior management and more than 70 employees from Standing Dog will continue to serve longstanding hospitality and real estate clients such as Marriott International, Omni Hotels & Resorts and Greystar Real Estate Partners. This deal will increase Wpromote's staff to 250 employees and extend its geographic presence to five locations nationwide, including its El Segundo, California headquarters and existing San Francisco and Chicago offices. The company will now serve more than 600 clients nationwide, including Toyota, Zenni Optical and Verizon.

An 8-time recipient of the Inc. 500 award recognizing the fastest-growing private companies in the country, Wpromote is expected to grow 77% in 2016 to an annual revenue run rate of \$35 million.

Wpromote previously acquired the Los Angeles-based agency Highly Relevant in May 2014, the San Francisco-based agency KickStart Search in April 2015 and the Los Angeles-based agency Realsearch Marketing also in April 2015.

For more information, please visit <http://www.wpromote.com> and <http://www.standingdog.com/>.

About Wpromote

Founded in 2001 by Michael Mothner, Wpromote is an award-winning online marketing firm headquartered in El Segundo, California with 250 employees and five locations nationwide. Named one of the Best Places to Work in the US by Ad Age for two years running, 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 allowed Toyota, Bayer HealthCare, Verizon, Sungard, Z Gallerie, Wienerschnitzel, Shutterstock, J.D. Power, TUMI, and Billabong to 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 www.Wpromote.com.

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