IAB MIXX Conference Expo

The IAB MIXX Expo it was realized on October 1-2 in the Crowne Plaza Hotel in Times Square, New York .The layout out the expo it was in a big room with some of the companies that actually where there to show the new products to potential new clients and to educate the new generation like the students of New York College of Technology that were there. The room it was very colorful and attractive because the variety of the product and the interesting approach to demonstrate what the company can do behind the technology it was well developed. The three companies that took my attention were the Extole, Ghostery and Gum gum all young companies with a great feature.

First, Extole was founded in 2009 with a simple mission: To enable brands to harness the power of word of mouth recommendations and emerging social networking platforms. The Extole it was one that I like because they develop a company who is on the market to help you to find new client in different ways. For example, they have a social advocacy platform that include four complete different platforms by themselves, sociable, promotion, social expressions and social analytic.

Promotion communication

The most interesting for beginners on this industry is the social or promotion platform because you have the ability to communicate trough word or paper with people and explain what your company is going to do for your potential clients. The Extole has a big ranch of great company that already choose their service such as Vista print, Audi, T-Mobile etc. What it was interesting for my on the Expo an in particular this Extole exhibition it was the way the person in charge of develop the information about the company explain and answer my question in details and gave me visual example of how the company approach to potential new clients.

The other companies that actually I like it was the Ghostery because it was a company that help you to maintain their privacy company so they can decide whom browser it is available and trustful for the clients. So Ghoster is a company that protects their client data and takes over to scan the page to see those things that actually a regular client cannot see.

Gum Gum Detection

The third company that I chose it was gum gum. The gum gum it is a new company that it I is on the market since 2007 but since then they are creating a great reputation trough communication for the images for their clients. because it was a innovate company in display the advertisement form another perspective for publishing and brands such as Toshiba Chevrolet, BP company, ABC, Visa and etc. So what are they doing is getting their target from great images to attract new client and offer quality and quantity.



Toshiba client

The company that actually I am going to chose to describe their product it is Extole for a couple of reasons, The fist one is the business card that the logo take immediately your attention because that way the use the type to introduce the company Extole with the small dot in the I to create an admiration sign it is impressive. The second reason the their website it is very clean and readable to new client. The approach and the chose of the perfect image with word it is a combination that catch your attention instantly. Also the representative on the Expo it was very precise about the company and she or he knows exactly how to sell the company product in a manner that the new client feels comfortable. In addition, the organization on the web page it is very clean and the text it is display in a way that everybody have access to all the information clearly.

<http://extole.com/products/social-referrals/>

<http://demo.gumgum.com/>

<http://www.ghostery.com/>