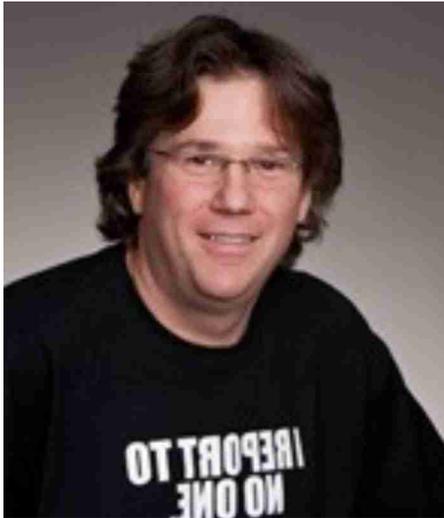


With their Software-as-a-Service (SaaS) Platform, Acquisio is allowing Marketers, Advertisers and Agencies to wisely Spend Money Online and get the Best Return for their Investment by Tracking every Click and Impression and Gathering Data

**Business Services
Digital Marketing**

Acquisio
6300 Auteuil, suite 300
Brossard, Québec J4Z 3P2
866.493.9070
www.acquisio.com



Martin Le Sauter
CEO

BIO:

Martin Le Sauter joined Acquisio as President and CEO of the company in April 2008. Martin is a seasoned chief executive with in-depth expertise in both software development and interactive marketing.

About Acquisio:

Acquisio is Pretty Cool, if We Do Say So Ourselves.

The leading performance media platform for agencies, Acquisio helps agencies and marketers buy, track, manage, optimize, retarget, and re-

port on media across all channels including search, display, and social media.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Le Sauter, what is Acquisio?

Mr. Le Sauter: We are a software as a service (saas) platform that allows marketers, advertisers and agencies to wisely spend the money they spend in online marketing. Whether you are buying keyword on Google, advertise on Facebook and use display ads, you want to make sure everything is tracking. You are tracking every click, every impression, and from that data gathering, make more inform decisions to buy the next piece of media you are going to have to buy online. We optimize what our customers spend every day, so it is measureable and actionable.

CEOCFO: What is the competitive landscape for you, and what have you figured out at Acquisio that allows you to do it better, faster, and less expensively?

Mr. Le Sauter: We mainly focus in the group of advertisers that have a large number of accounts, and a large number of campaigns. If you are an agency, for instance, and you have 100 customers, and you manage for them three campaigns each. That is 300 campaigns. We also manage display campaigns for them, so you could be up to 1000 campaigns that you are managing for these people. You obviously have to be looking for efficiency. It is impossible to have

enough humans to do all of the jobs, so you have to have KPI's and dashboards that allows you to understand which campaigns are doing good, which ones are not, so your people can focus their time wisely at the right place, at the right time. There is also reporting at the end of the month, and in our business we say, "The report is the product.", because it is actually the deliverables you have to your customers at the end of the month. Reporting becomes a big issue, because you may have biweekly monthly reports, so you have hundreds of reports to be sent out to your customers. We really focus on efficiency and work flow.

CEOCFO: What are your customers surprised that you are able to provide for them? What are some unexpected things you have?

Mr. Le Sauter: Unexpected is the level of automation that we can perform, our platform is really open, and we can basically mimic most of their tedious tasks with the business rules engine. It allows them actually to automate the stuff that they do manually. They do not have to change the way they do things, they only have to use our platform to automate these things, so they gain a lot of efficiency. We say that we work for at night while they sleep.

CEOCFO: Is the community that should know about Acquisio, aware? How do you reach people that may not be as familiar with your products?

Mr. Le Sauter: We do, ourselves, a lot of online marketing. Obviously, we eat our own dog food. We are on the search display, we are present on all

of the social media, and we do a lot of trade shows, and some niche publications in our space.

CEOCFO: You mentioned the size of the customer; do you work globally? What is your geographic region? Do you see it changing?

Mr. Le Sauteur: Yes, we have customers in twenty-five different countries. We are located in Montreal, Canada, and our first customer was in Australia. Our first dollar was an Australian dollar! We work in all languages, currencies, and have customers around the globe.

CEOCFO: You recently won a tech award circle, can you tell me a little bit about awards in general for you—meaningful for new customers, just a nice validation of what you do?

Mr. Le Sauteur: It is a nice validation of what we do. It pumps up the team and everything, but the real reward is winning customers, and having them recognize the value of what we bring by renewing and paying us every month. That is the real reward. The rest is nice, because it is validation from the industry, validation from your peers, but the real reward is the customers.

CEOCFO: Do you find customers coming over from other services, or are most of your customers new to tracking in this manner?

Mr. Le Sauteur: A couple years ago, it was a real green field where all of the customers that we signed were on Excel; they had no software or processes or anything. Today, the market is not as green field as it was, still probably, 50% of the customers still do not have anything and are looking for solutions, and the other 50% come from either the competition or are looking to change their process; either build something themselves.

CEOCFO: What is your strategy for the next year or two, and will that be a change from what you have been currently doing?

Mr. Le Sauteur: We are adapting to the market. Our strategy for the year to come is really to be even better at managing all of the silos. Most of the people today in our space manage in silos. They manage search, social and display separately and our platform has been built to leverage each channel. If your search campaign, for example, is not delivering the value, then yes, you may have a campaign on Facebook or display, and it is doing better so maybe you should move spend from your search campaign to your display campaign. As we get more data, we get smarter. Maybe we found out that on the weekends, for example, your display campaign always performs better; we will in ad-

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- Martin Le Sauteur**

vance put more money on this campaign during the weekend, and calm down your search campaign. It is really about managing, and bringing all of the silos together more efficiently and managing your online budget as a whole. Making sure that if you have \$500k per month online, we spend that money wisely and efficiently, and make sure we bring the return you are looking for.

CEOCFO: Have seen the sort of turbulent economic conditions to be a help, a hindrance, or not really too much of an effect for your products?

Mr. Le Sauteur: It is hard to tell, because we are in the high-growth business. It is hard to tell, would we have grown faster if it were not for the economy? We are still growing triple

digits. It is hard to tell, but my sense is we are somewhat not protected, but I would even be able to say that the economy helped us. The online marketing spend is growing because the offline is shrinking. Other people are taking money off their offline budget, like T.V., media and newspaper, and they are switching their dollars over to online because it is more efficient, they have more for their money, and it is actually accountable. Maybe the downturn in the economy accelerated the spend moving over from offline to online.

CEOCFO: Do you find it difficult to find the right people to work for Acquisio? I know particularly in tech that sometimes it is seen as a problem these days.

Mr. Le Sauteur: I speak a lot to other entrepreneurs, we travel a lot to other countries, and it is pretty much the same everywhere we have been around the globe in terms of tech people. Recruiting in Montreal does not seem any easier than recruiting in the Valley, in Paris, or in London. It is pretty much generalized. A lot more software companies around the globe are hitting the ground running, and new products are born every day. The whole cloud industry helps many new companies coming on board, and a lot of pressure on hiring resources. It is easier than ever to start a software business because of the cloud infrastructure that was built over the years.

CEOCFO: Why should investors and people in the business community pay attention to Acquisio?

Mr. Le Sauteur: If you are spending money online, and you want the best return and the watchdog on your money, all you need is Acquisio.

