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Affinio

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BY: DANI SCHNEBELEN

AFFINIO

HISTORY + OWNERSHIP

- ▶ Affinio, an Augmented Marketing Analytics company from Halifax, Nova Scotia, strives to understand billions and billions of connections across big data using custom graph technology.
- ▶ Tim Burke, Stephen Hankinson, Phil Renaud, and Ardi Iranmanesh are the four co-founders of the company that started in 2011
- ▶ Affinio was founded because they have a strong belief in understanding people and how we all relate on a deep, passionate level.

PRODUCT/RESEARCH SERVICES OFFERED

- ▶ Affinio serves an array of products using AI-powered segmentation and visualization technology that uses any dataset to gain insight.
- ▶ Affinio provides data science and insight
- ▶ Affinio provides its customers with specific data knowledge that helps companies advance in their consumer and audience research

COUNTRIES/MARKETS SERVED

- ▶ Spreading across North America, Affinio's headquarters is located on the East Coast of Canada.
- ▶ Nova Scotia has been the primary location and headquarters for Affinio since they first were founded in 2011.
- ▶ They have other branch locations in Atlanta, New York City, Los Angeles, and Toronto.
- ▶ Affinio has a vast array of global customers from the corporate world

CLIENT PORTFOLIO

- ▶ Some Affinio`s most notable clients are BBC Worldwide, UM Worldwide, Millhaus, and IPG Mediabrands.
- ▶ All of these companies have exclaimed that Affinio “has helped them gained an understanding of their audience and what their culture is”

CORPORATE CULTURE AND MISSION

- ▶ Affinio`s corporate culture relies heavily on teamwork and communication.
- ▶ Affinio prides themselves on being efficient when working together with integrity and trust.
- ▶ Affinio`s mission statement is, "To be the global leader in customer engagement and loyalty solutions, creating valuable products and services that engage consumers, enhance our clients' brands and generate incremental loyalty."

PERFORMANCE

- ▶ Affinio has an annual revenue of 5.8 million a year.
- ▶ They have reached a total revenue of thirteen million dollars since 2011

NEW SERVICES

- ▶ Affinio`s most recent project was helping transform Thrival Festival in Pittsburgh to a Technology and Innovation Conference.
- ▶ Instead of offering music and art, Thrival Festival wanted to completely change its brand and transform it into one of the largest technology conferences in the United States.
- ▶ Their campaign was so successful that over 500k impressions was delivered and there were more than 8,000 engagements on their social platforms

JOB OPENINGS/ QUALIFICATIONS

- ▶ These are the only two positions available with Affinio currently.
- ▶ The Enterprise Account Executive is remote based and their job is to execute sales strategies and grow accounts.
- ▶ The Strategic Account Executive`s duties entail establishing a strong relationship with potential clients.
- ▶ To get hired for these positions, you have to have over seven years of experience in sales and a bachelors in either Business or Marketing.

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