



W E B M E T R O
UNLEASH THE POWER OF DIGITAL MARKETING

MEDIA KIT

FOR MORE INFORMATION
AND PRESS INQUIRIES

Lydia Chen Shah, Director Marketing Communications

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AT A GLANCE



Established – Since 1995 WebMetro has provided internet marketing and advertising services to established and emerging organizations that are committed to becoming market leaders.

Enterprise-Capable – WebMetro’s clients range from Fortune 50 companies to aggressive entrepreneurs and represent a wide range of industries including healthcare, travel, education, financial services, professional services, retail, and technology.

Reputable – WebMetro serves on advisory councils for the search engines and has gained certification as a qualified company in the Google Advertising Professionals Program. WebMetro’s work has propelled clients on to Internet Retailer’s Top 500 list and the Inc. Top 100 list.

Integrated Multi-Disciplinary Team – The WebMetro team consists of specialists with expertise in various areas of our internet marketing services, including:

- Pay Per Click Advertising (PPC)
- Search Engine Optimization (SEO)
- Contextual Advertising
- Web Analytics
- Web Design and Development
- Internet Consulting
- Online Marketing Audits
- Online Video Marketing
- Social Marketing

Technology-Driven – WebMetro’s proprietary internet marketing technology DSMM *Advantage*[™] provides advanced analytics with high granularity. This technology enables the team to refine campaigns constantly and dynamically, exposing opportunities and flagging potential problems.

Industry Contributors – WebMetro team members have presented at internet marketing conferences and events such as the Direct Marketing Association conference, Ad-Tech, and PPC Summit. Several publications have quoted WebMetro team members and/or published the agency’s case studies, including *MarketingSherpa*, *BusinessWeek*, *Internet Retailer*, and *DMNews*.

Ownership – WebMetro is a privately held company located in San Dimas, California.

Blog – WebMetro’s company blog with internet marketing tips and advice can be found at www.webmetro.com/blog/.

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HISTORY and HERITAGE



In 1995, WebMetro set out to help companies and organizations capitalize on the opportunities the internet had to offer. Throughout the last 15 years, WebMetro's team of visionaries, strategists, technologists and analysts has dedicated their efforts to uncover, filter, refine and execute the most viable of internet marketing opportunities and combine them strategically to achieve the highest ROI for the agency's clients.

WebMetro selects the best-in-class technologies and tools to optimize the outcomes and measurement of efforts. Furthermore, WebMetro has developed its own tools to maximize results and provide clients with the added advantage of implementing winning initiatives before the rest of the market.

As a result of these efforts to maximize outcomes and deliver consistent quality, WebMetro has developed a marketing system used for every client. This system, known as DSMM™ (Dynamic System for Multimedia Marketing) is founded on the premise that Goals, Strategy, and Technology must be constantly in sync due to the dynamic, fast-paced nature of online marketing. This continuous effort of recalibrating our efforts provides the most efficient use of resources and the highest ROI for clients.



Using the DSMM methodology, the WebMetro team aligns specific goals of an organization with the right media opportunities. We proceed by selecting the most profitable of those opportunities and strategically integrate them into a client's portfolio. Finally, the most appropriate technologies are chosen and the dynamic process of testing, measurement, analysis and redeployment begin in earnest.

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CARLOS UGALDE
Founder and CEO



Carlos Ugalde is the founder and CEO of WebMetro. His "big picture" approach to strategy development coupled with his command of planning and online technology has been the key for building high performance e-businesses. Since 1995, Carlos has been helping companies develop and implement online business strategies, help build brand new e-businesses, and providing clients with solutions to increase market penetration.

Carlos has been directly involved in the management of WebMetro's larger scale e-Commerce projects including marketing strategy and direction. This work includes clients such as Pratt & Whitney Canada, the Student Assistance Foundation of Montana, and Public Storage. Carlos also manages WebMetro's technology development efforts, including WebMetro's proprietary software *DSMM Advantage™*.

His professional career includes building, growing and managing three different, technology-driven companies in the areas of consulting, manufacturing and the Internet. During his business career Carlos' creative talents have taken him to secure over 10 different patents and develop the vision for the creation and the development of new services at WebMetro. Carlos holds a Bachelor of Science degree in Civil Engineering and is a registered professional engineer in the state of California.



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MICHAEL BEHRENS
Vice President, eMarketing



Michael is the lead strategist in developing and implementing successful online marketing programs for WebMetro clients. Possessing expert knowledge of online marketing strategies and tactics, along with related tools and applications, he has helped clients succeed in highly competitive industries.

Michael is a senior advisor to the technology team in charge of developing WebMetro's proprietary internet marketing optimization platform DSMM Advantage™. His responsibilities include but are not limited to determining the critical variables involved in campaign management, intelligence gathering, and evaluation of processes related to optimization strategies.

A true veteran in the pay-per-click field, Michael is a recognized search engine marketing (SEM) authority. Michael has been a presenter and panelist at several industry events, including Ad-Tech, PPC Summit, the eMarketing Conference and the Direct Marketing Association conference. To aid in keeping WebMetro and its clients at the forefront of the internet marketing industry, Michael participates in advisory boards for the search engines and exclusive events such as Google's Zeitgeist. He is known for regularly challenging assumptions and exploring new online marketing opportunities in the constantly evolving internet marketing landscape.



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KAREN HELWEG
Vice President, Interactive Strategy



Karen is accountable for overseeing the strategic development and integration of clients' interactive marketing campaigns for maximum effectiveness. She joins the WebMetro team with an impressive 15 years of interactive marketing experience behind her plus a proven track record of helping clients engage and capture their audience through interactive marketing.

Having worked at multiple agencies – including RPA, Genex, Siegel + Gale, to name a few – Karen has been responsible for the online growth and account development of several brands. Scion, Purina, Pioneer, Nestlé USA, Technicolor, GoldMine Software, and Honda Motorcycle are a partial list of the accounts she has directly contributed to and managed. Prior to WebMetro, Karen was the Director of Interactive Services at Hamon & Associates where she restructured the agency's interactive division and managed client relationships such as Bosch Appliances, Thermador, and Logitech.



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JOHN McCARTHY
Director, Search Engine Optimization



John leads WebMetro's efforts in researching, analyzing, and developing SEO strategies to obtain top organic search rankings for WebMetro clients. With more than eight years of internet and search engine marketing experience, McCarthy's clients have included MTV, Carnegie Mellon University, CMP Media, eHealthInsurance, Teleflora, Anthony Robbins, WellPoint, Public Storage and American Management Association.

Before joining WebMetro, he worked for Transamerica as a brand manager, at Countrywide as the Vice President of Online Marketing, at First Consulting Group as the Interactive Marketing Manager, and at Bruce Clay as the Director of Business Development.

Presently, John serves on the Direct Marketing Association's Search Engine Marketing Council and is also a member of Search Engine Marketing Professional Organization (SEMPO), and American Advertising Federation. He completed his Business Administration and Management degree from the University of Redlands.



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PAUL BROSCHE

Director, Senior Marketing Consultant

Paul Brosche is a senior marketing consultant and member of the Board of Directors of WebMetro. He brings with him a wealth of marketing experience in running the marketing operations of several large and small organizations.

After completing his undergraduate and graduate studies in business at the University of Southern California, he has spent the last 32 years building businesses, from rising to become a Chief Marketing Officer of a Fortune 100 company to forming, building and successfully selling his own business. Paul has also been an adjunct marketing faculty member at California State University, Fullerton.

Today, Paul aids business organizations with defining and implementing critical marketing goals and strategies to gain and maintain market share while increasing shareholder value.



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