



## COMPANY BACKGROUNDER

From powering NASDAQ's social Jumbotron in Times Square, to curating social fan content on Bon Jovi's website, Tint has truly found a way to help brands maximize the reach and lifetime of their social media. Through their simple yet powerful solution, organizations are able to aggregate, curate, and display any social media feeds – anywhere anytime on whatever display channel they choose.

With a clear-cut mission to help organizations drive deeper, more meaningful client relationships through social media, the San Francisco-based technology startup has created a singular social engagement platform with features capable of connecting any page, handle, hashtag, playlist, and/or tagged location from all social networks. Through Tint, posts are personalized via elegant and responsive templates, curated and moderated to reveal only the best and most applicable content for an organization's particular needs, and then arrayed for display on anything from websites and mobile apps to retail televisions, towering event walls, and stadium-scaled screens.

Founded in 2013 by three University of Southern California alums led by current CEO Tim Sae Koo, Tint has been utilized by more than 40,000 brands around the world to harness the power of social media. The company's client list is crowded with sports teams, restaurants, hotels, brick-and-mortar retailers, public relations firms, e-commerce brands and more. From fueling the American Heart Association's heart walks, feeding the Dallas Cowboys' website fan feed, to powering social hubs on TV displays for Nokia, the company has become a digital staple for a wide variety of global brands. Any organization that engages with their audiences on social and needs ways to utilize the full breadth of all that content, can benefit from Tint's services.

Tint blossomed from a “calculated” accident - the creation of Hypemarks, a similar product aimed at consumer spaces. Undeterred when it didn't succeed, the company did a full audit into the B2B space, recasting its product as Tint and focusing instead on listening to its customers, developing trusting relationships, operating transparently, providing quality support, and growing organically and sustainably by addressing real problems companies face and providing real value.

New developments came quickly: Tint launched its online presence – [tintup.com](http://tintup.com) – in January 2013 and began partnering with distribution channels to create backend apps including [wix.com](http://wix.com). It stepped into the event industry, built product features to appeal to retailers, and forged ahead with hoteliers, auto dealerships, e-commerce brands, and advertisers in the ad display unit space.

Result? Within one year of its 180-degree turn, has transformed into a multi-million dollar company. And the future? Well, the future sure does look bright with exciting new features continuing to be developed.

Follow Tint on social media:



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