



PRESS KIT



Know Your Fans, Market Smarter

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Company Name

Tradable Bits (Legal: TradableBits Media Inc.)



About

Know your fans and market smarter with one all-inclusive platform for engagement campaigns, social media aggregation, fan CRM and targeted communication.



About (Expanded)

Tradable Bits helps sports and entertainment brands know their fans and market smarter. Their digital marketing platform is your all-inclusive solution for sponsorship activations, social aggregation and ecommerce-integrated Fan CRM system, complete with social login. These tools combine fan data across networks, giving you a complete understanding of your audience. Empowered with this knowledge, you can cater to individual fan needs in your email and ad campaigns - increasing engagement, fan loyalty and sales. By understanding their fans, brands on the Tradable Bits platform market smarter - providing awesome fan experiences while optimizing marketing spend.



Company History

Founded in 2010 by technical genius Dmitry Khisanov and visionary Darshan Kaler, Tradable Bits is the pinnacle of their past 25 years spent bringing people together with communication technology. They learned the power of social media early - generating over 17 million monthly active users with a simple suite of Facebook Apps for Pages in 2011. Next came the need to unify content across platforms - in 2013 they launched their Stream social media aggregator with the Vancouver Canucks and Tourism Whistler. Rapidly expanding into fan data, they developed Fan CRM with its innovative five-star fan algorithm for identifying top fans and influencers. This groundbreaking CRM inspired partnerships with some of the largest fan data companies in the world - Facebook, Twitter, Instagram, Spotify and Ticketmaster. With a complete platform for digital marketing, Tradable Bits attracted massive enterprise clients in sports, entertainment and retail from 2014 onwards. Ever growing, Tradable Bits is now working on making sense of fan interest data for music and sports brands with the addition of Idols Reporting, Fan Finder and Artist Post Requests - all tools they built alongside entertainment giants Ticketmaster, Live Nation, C3 Presents and teams in the NBA, NFL and NHL. In their six years of business they've never accepted any private funding, allowing their small but efficient team of ten core staff to maintain their autonomy and flexibility.



Website

<http://tradablebits.com> or <http://tbits.me>



Social Media Profiles



<http://facebook.com/tradable>



<https://www.linkedin.com/company/tradable-bits>



<http://twitter.com/tradablebits>



<https://plus.google.com/+TradableBits/>



<http://instagram.com/tradablebits>



tradablebits



Awards

NextBC 2015 Most Innovative Digital Media Company in BC

DigiBC 2015 Top 25 BC Tech Companies

Techvibes 2012 Top 10 Canadian Facebook Developers

Techvibes 2012 Top 100 Canadian Startups



Partnerships



Facebook Marketing Partner



Spotify Registered Developer



Facebook Media Solutions Partner



Google+ Registered Developer



Twitter GNIP Partner



Tableau Technology Partner



Instagram API Whitelisted



Oracle Partner



Ticketmaster Nexus Certified Partner



Microsoft Partner



Darshan Kaler
CEO & Co-Founder



Dmitry Khrisanov
CTO & Co-Founder



Co-Founder Bio's

Darshan Kaler:

Creating shared moments is Darshan's lifelong vision. Whether it was building communications infrastructure at Bell, or uniting billions worldwide to watch the 2010 Olympics, he is driven by connecting people around collective experiences. Tradable Bits is the pinnacle of the past 25 years he's spent bringing people together with communication technology. Everything his team builds on their all-in-one platform brings fans closer to the artists, teams and brands they love. He's grateful to come into our gorgeous office every day, excited to work with the smartest people he knows, partner with brands he genuinely admires and build the best cutting-edge products in digital marketing industry.

<https://ca.linkedin.com/in/darshankaler>

Dmitry Khrisanov:

Dmitry is a database architect with a masters in mathematics, legendary developer and crazy rock climber with a serious disdain for gravity. In his spare time he codes and designs back-end systems, while still managing to be an attentive father and husband. His past is a trail of high tech enterprise companies working as the Technical Architect with Accenture, BC Hydro and Fortis. He even built the database structure for ThinkorSwim, one of the most complex applications you'll ever see. He's in charge of Tradable Bits platform architecture and performance, and yet still maintains a good sense of humour. An excellent leader, his love for problem solving inspires a sense of curiosity and excitement in his team of talented developers.

<https://ca.linkedin.com/in/dkhrisanov>

Client Quotes



"Tradable Bits has been great to work with to create a compelling social activation for the Trail Blazers and Alaska Airlines."

**TJ Ansley, Director of Digital Media,
Portland Trail Blazers**



"Tradable Bits helps us bring our engagement campaign ideas to life. If we can dream it, we know they can build it. Their marketing technology helps us build our Whitecaps fan community - but most importantly, it brings new fans to our games."

Adam Rootman, Digital Manager, Whitecaps FC



"Since I have started using the Tradable Bits platform, I have found that my social media content and strategy has significantly improved. Having an incredibly efficient and easy-to-use platform has taken so much off of my plate so I am able to focus on using it to its fullest potential. Aside from the platform, the customer service from the Tradable team has been phenomenal. Any issue, no matter how big or small, is addressed quickly and professionally."

- Bryan Van Balen, Social Media Manager, Washington Redskins



"The fans were so engaged online, Tradable Bits was the perfect way to ramp up our single release!"

**Matt Webb, Drummer, Marianas
Trench (604 Records)**



"Tradable Bits has opened my eyes to a whole number of awesome possibilities for what our customers can accomplish with promotions, contesting and display options for events."

**Kemp Edmonds, Solutions Consultant,
Hootsuite**



"Tradable Bits is our go to partner for innovative social media solutions. Their toolbox enables us to get our clients' solutions to market faster and more effectively."

**Sandy Fleischer, Managing Partner,
Pound & Grain**

Client Quotes



"Blenz couldn't have achieved the same social engagement and awareness around a new product line if we did not use Tradable Bits. I attribute a large amount of the Steamed Juice Tea's social media success to the Tradable Bits App and to the support we received from the team. My only regret is that Blenz had not discovered Tradable Bits for our social media campaigns earlier!! We will definitely continue to use the platform for our upcoming campaigns and I would highly recommended the team to any other brands looking to innovate on social media."

Janelle Saccucci, VP of Marketing, Blenz Coffee



"Thank you for everything you have done for Clara's Big Ride. You allowed us to reach an elevated level of success and help us with our goal of ending the stigma around mental illness. I witnessed the difference we made every day, and you played an important part." -

Tyrone Lingley, Clara's Big Ride, Bell



"We love to extend the reach of the event by showcasing the authentic experiences happening at Lollapalooza. Even being at home and looking at the [Tradable Bits] Stream, you feel like you're part of the community"

Eric Klein, Director, Analytics and Technology at C3 Presents (Lollapalooza)



"We love using social media as an impactful way to engage with our fans. We interact with them on multiple social media platforms, and they interact back with tweets, photos and status updates. Using [Tradable Bits] Stream, our New Media team can see all of that activity happening in one place and it gets constantly updated."

Victor de Bonis, Chief Operating Officer, Canucks Sports & Entertainment

↓ Logo's

Preferred Logo:



[PNG](#) | [EPS](#)

Square Logo:



[PNG](#) | [EPS](#)

Logo for Black Background:



[PNG](#) | [EPS](#)

📞 Contact Information

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Hours of operation: Monday-Friday, 9AM-5PM

For interview requests or more information, contact emily@tbits.me

📢 Past Press Releases + Media Coverage

For past media coverage, please visit: <http://tbits.me/blog/tag/external-press/>