



## [Tech 200 Winner Mobile User Acquisition Ad Network Motive](#)

[Interactive.](#)



( [PRLEAP.COM](#) ) October 8, 2013 - Technology industry research firm Lead411 has ranked San Diego based Motive Interactive No. 84 on its annual list of the fastest growing, private technology companies in the United States. The 2013 Lead411 Technology 200 is based on percentage fiscal-year revenue growth over the two-year period from 2010 to 2012. With 113% growth and \$17.3 million in revenue the

[performance based mobile ad network](#)

found its place on this years list for the third time, an impressive feat with technology powerhouses like Air push, Ad Roll and Rocket Fuel all making this years list.

"Its an honor to once again be recognized on the Lead411 Technology 200," said Brendan Smith." We are thrilled to be on a list with so many amazing companies, a great accomplishment for our team that has worked hard to make Motive the leading performance based mobile ad network and mobile marketing solution for today's leading brands and apps"

Motive Interactive has seen substantial revenue increases since founded in 2003, the most recent jump is a reaction to the company moving into a mobile advertising business model. While the company maintains a division for online marketing, its focus and over 70% of its revenue is based on its [mobile adverting and user acquisition for apps](#) .

Founded in 2003 by CEO Brendan Smith, a serial entrepreneur who led several online and mobile start-ups, his earliest taking place during his senior at West Virginia University. Motive has built a reputation for providing [quality performance advertising](#) and consulting services for many of the leading online game and mobile app companies including: Spotify, Skout, EA, GREE, Tiny Co, Bigpoint, and Kabam to name a few.

Motive Interactive has been in the spotlight racking up a ton of recognition for its growth and performance. In June of 2013 Motive won a Gold Stevie Award for Fastest-Growing Company of the Year 2013 as well as Company of the Year 2013 by the American Business Awards. At the same time Brendan Smith was also recognized with several business awards including the San Francisco based Golden Bridge Awards where Smith was recognized as the Turnaround Executive of the Year, Executive of the Year, and Entrepreneur Of The Year.

Along with these most recent awards Motive has been named to the prestigious Inc. 500/5000 Fastest-Growing Private Companies joining the ranks of such companies as Jamba Juice, Microsoft, Patagonia, CDW, and Living Social. Motive also hold positions on the Deloitte Technology Fast 500, Entrepreneur Magazine's Hot 500, and the San Diego Business Journal Fast 100 List, where Motive Interactive ranked No. 2.

About Lead411 Lead411 was founded in 2001 and has grown 30% yearly since inception without accepting venture capital financing. The company is based in California, but has satellite offices in New York. In addition to current subscriptions, Lead411 also offers corporate information, company news and awards for up-and-coming businesses.

About Motive Interactive Motive Interactive is a performance-based online and mobile ad network that represents brands across numerous verticals with a focus on [user acquisition in the mobile app and online game](#) segments. Motive remains a privately held firm with its technical, marketing and sales operations in San Diego, California. Mr. Smith continues to be involved in new product development, strategic partnerships and the overall direction of the company. Motive provides mobile marketing services for some of the leading online game and mobile app companies in the world including Skout, EA, GREE, MeetMe, Gameloft, Tiny Co, Aeria Games, Keek, Bigpoint, and Kabam to name a few. A proven innovator, Motive develops and markets technologies, strategies and services that have been defining digital marketing since 2003. <http://www.motiveinteractive.com>