

# Santiago Pinto

Smowtion



“ I saw an opportunity to create a world-class online display ad business in Argentina. ”

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	30
<b>YEAR SELECTED</b>	2010
<b>PARTNERS</b>	Andres Alterini , Mariano Elizari
<b>WEBSITE</b>	<a href="http://www.smowtion.com/">www.smowtion.com/</a>

## COMPANY SNAPSHOT

Three serial entrepreneurs are out to prove that global companies are made in Argentina. In 2008, Andres, Mariano, and Santiago founded Smowtion, an online display ad network that helps publishers monetize their content by using proprietary technology to connect advertisers (including Adidas and Unilever) to over 200 million unique internet users worldwide through its network of over 120,000 publishers (websites, blogs, social networks, etc.).

Smowtion differentiates itself with a unique value proposition: its network includes thousands of small, niche sites and blogs from over 140 countries that fall under the radar individually, but collectively account for a significant share of users. Its network reaches millions of users in the US, France, Spain, and across Latin America and the platform is available in eight languages including Russian, German and Dutch.

## ENDEAVOR AND SMOWTION

Among services received, the entrepreneurs have benefited from the Ernst & Young Fellows program.