



Inc. Magazine, September 2007

HydraMedia **NO. 10**

6,030.8% Three-Year Growth
REVENUE: \$43.1 million EMPLOYEES: 40
FOUNDED: 2003 Beverly Hills, Calif.

What it does: Matches advertisers like Kraft with a network of affiliated website publishers including MySpace. *Why it's growing:* HydraMedia pays websites generous rates for carrying the ad campaigns it distributes and gives online publishers flexibility in running ads that work best on their sites. The growing network built using this approach has attracted advertisers, who pay Hydra only for results (a sale or lead generated) rather than per click. *Just say no:* In 2007, HydraMedia decided to ban incentive marketing tactics, where users are enticed with prize offers to click on ads, because the quality of customers captured is poor.

★ Alumnus	
	Three-Year Growth
1	MemberHealth ★ 20,128.9%
2	Cedar Point Communications 14,853.3%
3	Hospital Partners of America 12,227.2%
4	Red Ventures 9,470.5%
5	Fusion Solutions 9,301.7%
6	Bill Me Later 8,650.9%
7	Groupware Technology 7,579.2%
8	M Space Holdings 6,402.1%
9	By Light Professional IT Services 6,311.3%
10	HydraMedia 6,030.8%
11	Turnbull-Wahlert Construction 6,018.5%
12	Santur 5,994.7%
13	JDI Financial 5,560.7%
14	Callaway Partners 5,533.9%
15	Credant Technologies 5,513.1%

