

Inc. 5000

The Fastest Growing Private Companies in America



Company Profile

No. 71 CPX Interactive Westbury, NY

Year	2008
Industry	Advertising & Marketing
Founded	2000
Growth	2,402.8%
2004 Revenue	\$2.0 million
2007 Revenue	\$49.9 million
Employees	60
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Employees	60
Website	www.cpxinteractive.com

What it does:

Runs an online display advertising network that fulfills its marketing efforts. The network consists of more than 6,000 websites, and just like television advertising, clients can buy advertising on as little or as much of the network as they want. The websites buying into the network receive a cut of the overall advertising contract.

Why it's growing:

CPX originated in 2006 as a subsidiary of B.U.D.S. (Brothas Unda Da Skin) Inc., but later the same year, with confirmation of the immediate success of the subsidiary and its brand, the whole organization took the CPX name. Considered a pioneer as its original incarnation, its success was amplified when the name and strategy shift took place. Its advertising network quadrupled, its staff tripled, and its momentum reached a steady trajectory.

What's noteworthy:

CPX stands for "Cost Per X".

- Ranked No. 6 in the **Top 100 Advertising & Marketing Companies**
- Ranked No. 6 in the **Top 100 Businesses in New York-Northern New Jersey-Long Island, NY-NJ-PA**

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