

# CLICBLOX DIGITAL AND AMZFUEL MERGE

*The new firm will be rebranded Hound Dog Digital and will be headed by Phil Masiello, CEO and President, and headquartered in Baltimore.*

BALTIMORE , MARYLAND, UNITES STATES OF AMERICA, January 24, 2017 /EINPresswire.com/ -- Philip Masiello, Founder and CEO of ClicBlox Digital announced today that he is merging [AMZFuel](#) into his portfolio. Once the merger is complete, the new company will be rebranded as [Hound Dog Digital](#). "AMZFuel had a clear advantage in helping to expand eCommerce sellers onto the Amazon platform. That was something very valuable to us" said Masiello. "This merger will provide us with a more rounded set of expertise to help our clients grow their business in the omni-channel structure."

Hound Dog Digital will be headquartered in Baltimore, MD and Masiello will be CEO and President of the merged company.

ClicBlox was founded in 2016 by Masiello after he sold 800razors.com and Raw Essentials Skincare, both of which were successful omni-channel businesses. He has learned through both successes and failures which marketing methods work and which ones to avoid.

ClicBlox Digital had an expertise in consumer product businesses, mobile applications and eCommerce. The company helped sellers market their products by implementing a custom plan around their budget and goals. Services include digital strategy, search engine optimization, pay per click marketing, social media marketing, mobile applications, email marketing, amazon marketplace sales, website conversion optimization and more.

The team at ClicBlox, which will remain in place, is entrepreneurial and have a background selling through a variety of eCommerce platforms. They have tested hundreds of different strategies in order to find marketing methods that actually work effectively and efficiently. Poorly branded products do not sell well, but with the right methods, the sky is the limit for eCommerce sellers.

AMZFuel was founded in 2015 and focused on helping sellers grow their business on the Amazon marketplace by managing sellers account and product lines. Additionally, AMZFuel provided expert consulting to larger companies enter the various marketplace eco-systems. All of the AMZFuel staff



The Combined Company Will Be Rebranded

will remain with Hound Dog Digital.

The combined company will now have an expertise in all aspects of selling online, on Amazon, DRTV and Shopping Channels.

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