



Your Web Intelligence

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Award-Winning Digital Marketing Agency Zeta Interactive Selects Searchmetrics as a Premier Search Analytics Partner

Searchmetrics to Enhance Capabilities, Organic Search Campaigns for Zeta's International Expansion and Growing Customer Base

New York, NY – June 29, 2011 – [Searchmetrics](#), the world leader in search analytics software, today announced that it has been tapped by [Zeta Interactive](#) as a premier search analytics partner. Impressed with the company's product offerings and international capabilities, Zeta Interactive will incorporate Searchmetrics into their client search marketing programs to address the growing need for analytics, measurement and benchmarking solutions for search engine optimization (SEO).

As a full-service, award-winning digital marketing agency, Zeta works with some of the world's most well-known brands in helping build effective and measurable ROI programs that increase traffic, improve placement and generate measurable sales. With organic search marketing as a key component of the agency's offerings, Zeta prides itself on its highly analytical, results-oriented approach, with benchmarking core to their corporate DNA.

"At Zeta, we combine the expertise of our team with the best of breed solutions available in the marketplace," said Sangram Kachwaha, Vice President of Digital Services at Zeta Interactive. "We believe Searchmetrics is an outstanding search analytics partner to help us provide enhanced campaigns that add value and increase search engine visibility - not just in the U.S., but on a global scale. This is key as we look to expand our offerings globally."

Searchmetrics' cloud-based solution automates many aspects of SEO management, such as monitoring and reporting and keyword analysis, for agencies and in-house search marketers. The Searchmetrics Suite also provides search performance data and analysis relating to multiple domains, including those of competitors.

Zeta Interactive chose Searchmetrics for a variety of reasons; chief among them are the product suite's capabilities and ease of use. During trials, Zeta Interactive found their teams were able to produce faster, more accurate analytics, making their overall program more efficient.

Additionally, Zeta felt that there strong synergies between the two companies. "The ability to work together is a large component of any partnership," said Dr. Horst Joepen, CEO of Searchmetrics. "We are excited that Zeta Interactive chose our tool to help effectively manage



their clients' SEO programs both in the United States and internationally. We are looking forward to working with their team and helping to enhance their already robust programs.”

About Zeta Interactive

Zeta Interactive is a leading digital marketing agency offering an integrated set of strategies and solutions — from search to email marketing, to Web site development, creative services, social media and mobile. With specific expertise in full service Search Engine Optimization, our team focuses across on-page optimization, off-page optimization and analytics. We know that even the most optimized site typically has areas of improvement and that there is always the opportunity to expand the target audience. Always taking a ROI focused approach, we have been able to successfully drive results for our clients by leveraging our team's experience, best-of-breed tools and a unique multichannel view of their market in search, social and email to identify new and innovative opportunities to drive more qualified site traffic that converts. For more information, please visit: www.zetainteractive.com.

About Searchmetrics

Searchmetrics is the global expert in search analytics software, empowering marketers to increase visibility and market share on the world's leading search engines. We create value by providing the best quality data. Searchmetrics' robust SEO tool includes access to one of the largest, freshest online databases of 25 million keywords/55 million domains and 90 search engine/country combinations. Clients and partners worldwide rely on Searchmetrics to maximize return from SEO investments with actionable insights that help better manage, improve and scale SEO campaigns.

Headquartered in Berlin, the company's wholly owned U.S. subsidiary, Searchmetrics, Inc., delivers real web intelligence to a growing North American customer base from offices in New York. You can connect with Searchmetrics on Twitter [@Searchmetrics](https://twitter.com/Searchmetrics) or on Facebook at www.facebook.com/Searchmetrics. For more information, please visit: www.searchmetrics.com or call 866-411-9494.