

Search Optics Roars Into NADA with New Mobile-First Marketing Products and Accelerated Global Growth

Award-Winning Digital Marketing Company Introduces Two New Products, Announces Rapid Expansion in Brazil, U.K.

Las Vegas, Nevada (Booth#6005N) ([PRWEB](#)) March 28, 2016 -- [Search Optics®](#), a leading global digital marketing provider with specialized expertise in the automotive industry, today announced a series of important new customer-focused products and milestones at the NADA Convention in Las Vegas. Two new products – providing mobile-first solutions that help automotive dealers keep up with shifting consumer behavior – will be demonstrated at the Search Optics Booth #6005N.

“Search Optics has seen enormous growth over the past year,” said David Ponn, CEO of Search Optics Global. “Our ambitious mobile-first perspective, high-quality customer-focused products and incredibly knowledgeable, Google-certified employees have delivered superior results for our clients around the world.”

With its quality products for dealers and experience in the industry, Search Optics has delivered award-winning results for its clients. As part of these efforts, Search Optics has achieved, on average, a 62 percent increase in organic traffic that resulted in a more than 250 percent increase in total events such as inventory searches, mobile engagement and phone calls. Search Optics is now working hard to expand their expertise into several new regions, most recently in the United Kingdom, helping dealerships increase generated leads and purchase consideration.

Winning Awards

Google recognized and awarded Search Optics as the most effective mobile marketer, winning the [coveted Google Mobile Champion Award](#) for its efforts in 2015. The Google Mobile Champion Award goes to a company that is generating real-world results utilizing several quality metrics, including best results, as determined by Google. Search Optics finished first among 30 premier providers in North America.

Search Optics’ digital marketing expertise is demonstrated by its more than 1,100 Google certifications, the most in its industry, which enable the company to leverage the industry’s best and brightest talent for client campaigns. With this expertise, customers benefit from the best, most effective ads in the business, resulting in lower costs per lead.

New and Recent Product Development

Last year saw the introduction of Search Optics’ Blueprint Platform™, cloud-based digital marketing solution, enables businesses to take a mobile-first approach to website design. With Blueprint, Search Optics customers saw a 36 percent average lift in conversion rate and a 19 percent lift in lead volume. After analyzing 27 sites, Search Optics found Blueprint Platform has consistently improved user engagement, with a 101 percent increase in organic mobile traffic.

This year, Mobile Automation Platform and UPTRACS Match join this suite of highly effective, innovative products, enabling automotive dealers to seamlessly and effectively launch microtargeted marketing campaigns and directly link campaign impressions to sales respectively.

- Marketing Automation Platform (MAP) enables automotive dealers to develop microtargeted marketing

campaigns. The cutting-edge product revolutionizes marketing communications, enabling dealers to design and execute fully customized campaigns that align with every stage of the customer lifecycle. By anticipating customers' needs, making strategic recommendations, and offering total customization, MAP significantly increases engagement and drives sales.

- UPTRACS Match gives clients the ability to match impressions from their display, mobile and video campaigns to vehicle sales. Instead of simply measuring impressions and clicks, the product can deliver data on how effective a campaign is at reaching consumers who are in the market for a new car. UPTRACS Match also gives automotive dealers a way to increase targeting efficiency while measuring market share lift.

MAP, UPTRACS Match and Blueprint will be demonstrated on the NADA Convention show floor at the Search Optics booth #6005N. MAP and UPTRACS Match and Blueprint are available for customers now.

Company Growth

In an effort to continue serving client needs around the world, Search Optics recently acquired Repplica, one of the largest companies in Latin America that provides online adverts automation solutions for automotive dealers and multi-brand stores. With this acquisition, Search Optics plans to open new offices where Repplica was located in Rio Grande do Sul, Minas Gerais, Rio de Janeiro and in the Centro-Oeste region, thus being able to provide high-touch service to the company's ever-growing client-base in Latin America.

After expanding into Latin America, Canada and Australia, Search Optics has begun a strong push into the United Kingdom. Search Optics has appointed 15-year industry veteran David James as managing director in its Milton Keynes office, where he will grow Search Optics business in the region while helping to improve and deliver on Search Optics quality products and service.

Unprecedented Client Acquisitions

Kicking off 2016, Search Optics added two big clients to its outstanding roster: Ford of Canada and Bosch.

Search Optics has partnered with Ford of Canada to bring its customizable, fully-responsive Dealer Digital Direct (D3) websites and digital advertising solutions (DAS) marketing services to nearly 450 Ford dealers across the country. The work with Ford of Canada expands Search Optics presence in North America and extends the company's global reach

Bosch and Search Optics have also partnered to introduce digital marketing to Bosch's 5,000 service center locations as part of an effort to modernize the franchises.

About Search Optics

Search Optics is a digital marketing company that specializes in custom, integrated solutions with an emphasis on return on investment. The company uses an uncommon blend of leading edge technology and human interaction to turn virtual traffic into measurable results. Search Optics, which was founded in 1998, has corporate offices in Australia, Brazil, Canada, Chile, Ireland, Mexico, the United Kingdom and the United States. For more information, please visit www.searchoptics.com. You can follow Search Optics on [Twitter](#), [LinkedIn](#), [G+](#) and [Facebook](#).

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