

## iProspect Press Release

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### Search Engine Marketing Firm iProspect "Takes Top Honors" for the Second Time, Cited As A Leader in US Search Marketing Agencies Report

*Independent Research Firm Report Dubs iProspect "The IBM of Search Marketing"*

BOSTON, MA — January 26, 2009. Search Engine Marketing Firm iProspect today announced that it has been named a "Leader" in the **Forrester Wave™: US Search Marketing Agencies, Q1 2009** report, where it was also dubbed as "the IBM of search marketing."

Focused on vendors offering integrated search marketing solutions to more than 40% enterprise level clients (\$1B+), the Forrester Wave™ report evaluated seven top search marketing agencies on their current offerings and strategy for search engine optimization (SEO) and paid search management (SEM).

"Taking top honors for the second time in a row is nothing short of fantastic," said Robert Murray, President, iProspect. "I think it not only speaks to our position as a leader in the marketplace, but also to our ability to consistently deliver outstanding results for our clients."

Known for its premiere offering and for successfully servicing some of the world's most sophisticated marketers — the majority of whom have dynamic or highly complex websites — iProspect was noted in the report to be "Consistently one of the largest and most established providers in this space..., A best fit for large marketers with complex or far-reaching search programs," and that "Any marketer would do well to select this Leader."

The end product of a rigorous assessment process that evaluated search firms against 72 criteria — including vendor surveys, scenario-based demos, client reference interviews, and reviews of client references' search marketing results — the report is designed to be a resource for marketers grappling with the decision of choosing a search engine marketing vendor, and should provide considerable insight into the strengths and weaknesses of each firm. A full copy of the report can be accessed [here](#).

"Given the current economic climate, choosing the right search engine marketing partner is more important than ever," said John Tawadros, Chief Operating Officer, iProspect. "Though this report won't entirely replace the due diligence necessary in the vendor selection process, it will definitely put it on the fast track, and go a long way to helping marketers make a well-informed decision."

Operating as strategic partners who advocate the integration of search into the full spectrum of marketing, iProspect fosters meaningful relationships with its clients as is evidenced in the report, which notes that "clients refer to the firm as a 'partner' and speak about the value of their 'relationships' with vendor client execs and customer service."

Founded in the United States in 1996, and beginning its worldwide expansion in 2005, iProspect continues to bring their experience, technologies, and expertise to major markets across the globe. Not surprisingly, the report deemed them to be the vendor with the "best global footprint," and that it is "hands down the most global in the study. It has more international offices, more staff members, and more global clients than any other firm we evaluated." Today, the search engine marketing firm has 26 Offices in 21 global markets, including Boston, San Francisco, Chicago, Dallas-Fort Worth, Canada, Spain, Sweden, the Netherlands, Belgium, Germany, Finland, Denmark, Norway, Hungary, Hong Kong, Japan, Malaysia, Singapore, and Australia.

#### About iProspect

iProspect is the Original® Search Engine Marketing Firm. The company helps many of the world's most successful brands maximize their **online marketing ROI** through **natural search engine optimization**, paid search advertising management, online display advertising management, **paid inclusion management**, **shopping feed management**,

global search engine marketing, Web analytics/attribution modeling, reputation management, and other related services. By dramatically increasing business results for clients, iProspect helps to create search marketing heroes every day.

With offices in Boston, San Francisco, Chicago, and Dallas-Fort Worth, as well as **global search engine marketing offices**, iProspect can be contacted at 1-800-522-1152, or by visiting [www.iprospect.com](http://www.iprospect.com).

Questions regarding this release should be directed to iProspect Media Relations Manager, Colleen Reed, at 1-800-522-1152 x1203 or [colleen.reed@iprospect.com](mailto:colleen.reed@iprospect.com).