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Exabytes becomes Google Adwords Premier SME partner in Malaysia

AvantiKumar | Feb. 13, 2015



Photo - Chan Kee Siak, Founder & CEO, Exabytes

Internet giant Google has made Malaysian Web hosting provider Exabytes Networks [Exabytes] a Google Adwords Premier SME Partner to help capitalise on the country's fast-growing small and medium enterprise [SME] e-commerce space.

Google Southeast Asia's head of channel partnerships, Matthew Heller, said, "The Google AdWords Premier SME Partner Program [PSP] was created to help small and medium businesses that do not have the time or resources to manage their advertising campaigns. Our PSP partners, like Exabytes, offer expertise, experience, and end-to-end customer service so business owners can focus on running their businesses."

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Exabytes founder and chief executive officer Chan Kee Siak said the company was proud to be invited to join the Google programme. "To continue to boost customer confidence on Exabytes' services and offerings, Exabytes will offer transparency on pricing strategy - whereby we will publish the Google AdWords™ offering packages online with pricing and make it transparent to our large base of SME customers."

In conjunction with the partnership announcement, Chan said that online marketing and advertising will continue to grow rapidly in the next couple of years, especially as currently less than 10 per cent of Malaysian SMEs advertise online.

"Yet, close to 70 percent of Malaysians are Online and the number is growing. On top of that, over 80 percent of Malaysian Internet users go online to search for information about products and services," he said,

1,000 by 2016

"Partnering with Google will help us encourage and attract more Malaysian SMEs to capitalise on the power of the Internet and social media to grow their businesses," said Chan. "For SMEs who already have an online presence, Google AdWords will enable these businesses to drive highly qualified traffic to their websites and generate new business."

"As a Google AdWords Premier SME Partner, Exabytes has direct access to Google for partnership support, including executive, technical, sales, marketing, account and partner management. This will empower our team to effectively create, manage and optimise our advertisers online marketing campaigns," he said.

Chan said the immediate objective was to manage 1000 active AdWords advertisers by 2016. "Our dedicated team of certified experts will fully manage and optimise local campaigns for SMEs to ensure efficiency and effectiveness of their online marketing campaigns on Google AdWords™."

Exabytes serves more than 70,000 clients, with more than 100,000 websites, and more than 1 million email accounts worldwide from 121 countries.