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Exabytes Network Sdn Bhd (Exabytes), the Malaysia-based web hosting and E-commerce solutions provider, today announces that the company has been appointed as a Google AdWords Premier SME Partner (PSP) in Malaysia.



Exabytes' Founder and CEO, Chan Kee Siak

Google AdWords is a pay-per-click form of online advertising that allows business ads to be seen by potential customers in Google Search results.

Exabytes' Founder and CEO, Chan Kee Siak said, "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 points out that online marketing and advertising trend is set to grow rapidly in the next couple of years in view of that today there is only less than 10 per cent of 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." Chan says.

"Partnering with Google will help us encourage and attract more Malaysian SMEs to capitalize on the power of the Internet and social media to grow their businesses. 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 optimize our advertisers online marketing campaigns."

"This partnership can also help enhance Exabytes' hosting and E-commerce services by developing our proprietary technology further and leverage Google's support to deliver a better return on investment (ROI) for our existing clients."

Chan shares that the company targets to manage 1000 active Google AdWords advertisers by 2016.

Exabytes is now serving over 70,000 clients, with over 100,000 websites, and over 1 million email accounts worldwide from over 121 countries.