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Exabytes Networks becomes a Google AdWords Premier SME Partner



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EXABYTES Network Sdn Bhd, the leading web hosting and E-commerce solutions provider, has been appointed as the latest Google AdWords Premier SME Partner (PSP) in Malaysia.

Google AdWords is a pay-per-click form of online advertising that allows business ads to be seen by potential customers at the very moment that they are searching on Google for the things offered.

Exabytes' founder and CEO Chan Kee Siak said the company is very proud to be invited to join the Google™ AdWords PSP programme.

"It is an acknowledgement of our capability and market reputation of being the trusted provider of web hosting and e-commerce solutions in South-East Asia."

"To continue to boost customer confidence in Exabytes' services and offerings, Exabytes will offer transparency on pricing strategy, whereby we will publish the Google AdWords™'s offering packages online with pricing and make it transparent to our large base of SME customers," he added.

Google South-East Asia's head of channel Partnerships Matthew Heller said: "The Google AdWords™ PSP programme was created to help small- and medium-sized businesses who don't have the time or resources to manage their advertising campaigns. Our PSP partners like Exabytes Network Sdn Bhd offer expertise, experience, and end-to-end customer service so business owners can focus on running their businesses," added Heller.

Chan points out that the online marketing and advertising trend is set to grow rapidly in the next couple of years, taking into account that only less than 10% of small and medium enterprises (SMEs) advertise online currently.

"Yet, close to 70% of Malaysians are online and the number is growing. On top of that, over

80% of Malaysian Internet users go online to search for information about products and services," Chan said.

Partnering with Google will help Exabytes encourage and attract more Malaysian SMEs to capitalise 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 PSP, Exabytes has direct access to Google for partnership support, including executive, technical, sales, marketing, and account and partner management. This will empower the Exabytes team to effectively create, manage and optimise 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 for our existing clients.

"Selecting Exabytes as their Google AdWords™ partner, SMEs can focus on their products and business development to thrive under the increasingly competitive digital business space," added Chan.

He said the company targets to manage 1,000 active AdWords advertisers by 2016. As a PSP, Exabytes meets Google's highest standards and criteria for qualification, transparency, and customer service, which includes completing extensive Google product and account management training. This equips the company to provide SMEs with highly effective AdWords advertising solutions.

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