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## GOOGLE Extends Privileged Invite to EXABYTES as Its Google AdWords™ Premier SME Partner

KUALA LUMPUR, 10 February 2015 (Tue): Exabytes Network Sdn Bhd ('Exabytes'), the leading Web hosting and E-commerce solutions provider, today announces that the company has been appointed as Google's latest Google AdWords™ Premier SME Partner (PSP) in Malaysia.

Exabytes' Founder and CEO, Chan Kee Siak shares that the company is very proud to be invited to join the Google™ AdWords Premier SME Partner Program.

"It is an acknowledgement of our capability and market reputation of being the trusted provider of Web hosting and E-Commerce solutions in Southeast Asia."

"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."

Google Southeast Asia's Head of Channel Partnerships, Matthew Heller shares, "The Google AdWords™ Premier SME Partner Program 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."

## **Rapid Growing Market Potentials for Online Marketing and Advertising**

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.”

He continues, “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.”

## **Targets to Recruit 1000 active SMEs by 2016**

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

“As a Premier SME Partner, 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 us to provide SMEs with highly effective AdWords advertising solutions.”

“Our dedicated team of certified experts will fully manage and optimize local campaigns for SMEs to ensure efficiency and effectiveness of their online marketing campaigns on Google AdWords™.”

Chan ends, “It is natural that Exabytes is being selected by Google to deepen their reach in Malaysia’s digital marketing service sector because Exabytes has been the leader in providing Web solutions with local knowledge and strong commitment in customer service.”

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