



PRESS RELEASE

For Immediate Release

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Metrixa named a finalist for major Google award

Digital Marketing agency, Metrixa, has been named a finalist for the prestigious Google Premier Partner award for the second year in a row.

With digital marketing now being seen as an integral part of every marketer's toolkit, The Premier Partner Awards aim to recognise the achievements of the best agencies and honour innovation in digital marketing campaigns across Search, Mobile, Video, Display, Shopping and Growing Businesses Online.

Previously shortlisted for Growing Businesses Online, Metrixa is now a contender for their efforts in Mobile Innovation.

Melbourne, AU (September 4, 2018) - Metrixa, a Melbourne-based digital marketing agency, has been named a finalist for Mobile Innovation in this year's Premier Partner Awards, presented by Google Partners.

Metrixa is part of a select group of digital specialists that Google celebrates as its Premier Partners. To qualify as a Premier Partner, digital marketing agencies and professionals must submit an extensive application and appropriate case study to prove their expertise in using and applying Google's advertising products.

The Premier Partner Awards honour innovation in digital marketing campaigns across Search, Mobile, Video, Display, Shopping and Growing Businesses Online.

Metrixa offers services that span the digital marketing spectrum to companies that range from FMCG to real estate. Their award submission included a profile describing their recent efforts for Lello Pasta Bar, a chic Italian restaurant located snugly in Melbourne's CBD.



Lello Pasta Bar was looking to increase bookings so they turned to Metrixa for guidance and assistance. Working closely with Lello, Metrixa devised a way to streamline and optimise the booking process; driving a significant uplift in revenue.

“Over the last few months, Metrixa has become a trusted partner in our business. Under their astute, tactical marketing guidance, Metrixa has revitalised our restaurant. The rapid increase in bookings has allowed us to implement more initiatives faster than originally anticipated.”

– Linda Durnan, Lello Pasta Bar

Winners for the Google Premier Partner Awards will be announced in the upcoming months.

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Metrixa

Metrixa offers the right combination of innovative technology and marketing expertise to drive your business forward.

Successful paid digital marketing relies on intelligent technology and highly skilled people working to achieve defined outcomes. Metrixa is one of the few digital marketing companies able to offer both; employing a holistic, outcome focused approach underpinned by market leading proprietary technology.

At Metrixa, we have always been at the forefront of paid digital marketing. Our proprietary platform was developed in 2008 in line with the early adoption of Google's pay per click digital marketing and has been in constant development ever since. This technology uses an intelligent algorithm developed by a team of marketing specialists and data scientists to provide digital marketers the ability to automate and efficiently optimise even the most complex paid campaigns according to marketing goals.

However, it is our people and their passion for digital marketing that allow our customers to excel. We have an unrelenting focus on driving the growth of your business and tailor our solutions to maximise the return on your investment.

Our deep understanding of paid digital marketing when combined with the benefits of our proprietary digital marketing technology, can help you to achieve truly outstanding results.