

A Pittsburgh firm moving to the forefront of the Search Engine Marketing Industry through commitment to innovation and client service

When search engines first came on the scene, companies could only imagine what this new technology could bring to their marketing efforts. At first, the main priority was to achieve the highest ranking in the search engine results. As the industry blossomed and technology became more sophisticated, marketers saw the potential to gather back-end information to understand what makes people tick.

*"Its training products, consulting services, and roll-up-your-sleeves work ethic makes IMPAQT a good choice for marketers seeking a hands-on partner and those who need a trusted source to educate in-house staff...."**

Now, more than a decade later, Search Engine Marketing (SEM) has come into its own, and marketers are able to amass rich, segmented customer data from their strategic campaigns. But many are left scratching their heads on how to make sense of it all – and more importantly, how to put it to work.

Enter IMPAQT

Founded in 1999, IMPAQT has conquered the SEM space virtually from its inception. The company operates on the concept that SEM done correctly is inherently complex, with millions of data points to analyze, track and report on. And unlike many other Search Engine Marketing agencies, IMPAQT excels at both Paid and Organic Search Marketing, employing a customized approach to determine the best fit for its clients' needs. So as SEM opportunities become more intricate through social networking, buzz marketing, online video and the like, IMPAQT is already poised to help clients of all sizes synthesize data into meaningful action across marketing channels and get a leg up on the competition.

The IMPAQT Philosophy

IMPAQT has found success within the SEM industry – an industry rife with competition – by concentrating on two core business attributes: CONTINUOUS INNOVATION and OUTSTANDING CLIENT SERVICE.

To stay one step ahead of industry changes, IMPAQT is constantly inventing, testing, and implementing new tools and services. And the company translates this innovation into providing the best customer service available through its expert staff, extensive training, superior collaboration tools and an innate drive to serve as an extension of the client's marketing team.

These cornerstones of the IMPAQT philosophy have helped the company achieve year-after-year growth, more than doubling its size in the past year and a half alone. But it all begins with the people. IMPAQT truly values its staff, offering a dynamic workplace with immense opportunities for personal and professional growth. As a result, the company's tenured employee base is second to none in the industry. In fact, IMPAQT's seasoned, original team members continue to work alongside additional strategic executives to drive the organization to new heights.

* The Forrester Wave™: Search Marketing Agencies, Q4 2006 (November 2006)