

IMPAQT's Facts

WHO WE ARE

IMPAQT is a privately-held Search Engine Marketing agency which helps Fortune 1000 marketers gain revenue, branding, awareness and top Internet rankings through:

1. Search-based paid placement campaigns, and
2. Natural Web site optimization

To help marketers, we capture, organize and analyze millions of data points which define what consumers are searching for online; then we plan and manage online paid Search placement and natural optimization campaigns to attract searchers based upon our gained knowledge. Our most successful clients are those who appreciate the value of this data when combined with advanced analytics to drive significant return on investment.

OUR FOCUS

While other online marketing agencies have broadened their approach, we've chosen to specialize in the data-rich, Search-specific area of online marketing. Continuing to build upon this Search expertise is our competitive advantage as this strengthens our services and sharply defines our specialty as a vital partner in the entire marketing mix.

Staying true to Search gives us the unique ability to help our clients by partnering simultaneously with their other ad agencies, interactive firms and specialist groups who each bring their own noteworthy expertise to the table.

WHO WE HELP

Our best partnerships are with:

- Marketers who need solutions to complex Search problems and opportunities;
- Brands which are in a highly-competitive environment;
- Companies with multi-faceted Web sites requiring our management for tens of thousands of keywords and multiple stakeholders

We prefer this complexity as our company was built to deliver optimal solutions at this level.

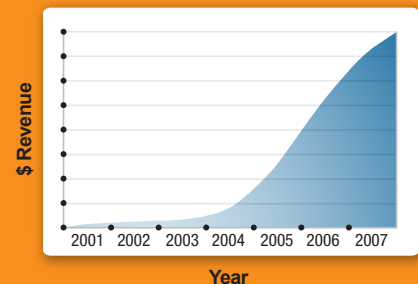
Our vertical expertise:

- Retail
- Financial
- Consumer Packaged Goods
- Pharmaceuticals
- B2B
- Multimedia

STATS

- 48% – percentage of work generated for Fortune 500 clients
- 92% – percentage of clients we've retained from seven years ago
- 102 – number of brands we provide services for
- 500 – number of brands we've provided services for since our inception
- 96 – number of employees
- 1999 – year founded

REVENUE GROWTH



IMPAQT
make one.

Foster Plaza 10
680 Andersen Drive
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P: 412.733.7100 | F: 412.733.1010
www.IMPAQT.com

IMPAQT is headquartered in Pittsburgh, PA, with satellite offices in Chicago and Minneapolis.

Find Out More.
Call **1-888 949-4672**

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OUR SPECIALTY

IMPAQT is noteworthy nationwide for these two services:

- **Client care and attention.** Our approachable Search Account Managers are highly-regarded for their responsiveness to clients' needs and for providing quick and savvy solutions.
- **Analytics.** The comprehensive way in which we capture, integrate, share and analyze data for marketers is second to none in the industry. Our roots are in programming, data mining and analysis, and we continually invest in this area.

OUR CORE BELIEFS

Strip away our services and you'll find a team of professionals with these similar philosophies, which drive why and how we do our work:

- **All insights are found in the data.**
We rely on analytics to help us predict, learn and provide more targeted, efficient and effective solutions.
- **Our greatest asset is our relationships.**
We care for and respect the needs of people.
- **Becoming smarter is the best solution.**
We learn a more optimal solution with each action we take.
We believe every solution can be solved in a better way with ingenuity.
- **Knowledge, without exchange, is limiting.**
We leverage our acquired experience by providing efficient and effective ways to share information with others. We believe in transparency and an open exchange.

OUR RECOGNITION

Our customized client consulting, coupled with powerful analytics tools has catapulted us to the top tier of Search Marketing agencies worldwide. Recognition to note includes:

- A top choice among Search companies, according to leading analyst firms, Forrester Research, Inc. and JupiterResearch.
- Placed in top ten of "Top Search" Marketing firms by *Advertising Age* (November 2008)
- One of *Inc. Magazine's* fastest growing companies.

SOLUTIONS

- Search Engine Optimization
- Paid Search Strategy & Management
- Complex Search Analytics
- Search Education
- Search-Influenced Social Media Strategy
- Strategic Consulting
- Global Search Marketing
- Search Marketing Innovations

RECOGNITION

FORRESTER®

"IMPAQT scores the highest of the Strong Performers due to its analytics-based approach and emphasis on customer partnership." The Forrester Wave™: US Search Marketing Agencies, Q1 2009 (January 2009)

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