



## WebMetro Becomes Revana Digital

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### Revana Growth Services Continues to Expand Digital Marketing Effectiveness from Search to Sales

DENVER, March 18, 2015 /PRNewswire/ -- [Revana Growth Services](#), the growth services division of [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), today announced that WebMetro, a leading digital marketing agency acquired in 2013, will now be known as Revana Digital. WebMetro's deep expertise in digital marketing, analytics, technology acquisition and results will now be directly embedded into Revana Growth Services' award-winning, end-to-end sales and marketing platform to boost revenue growth and seamless customer experiences from search to sale.

"The customer journey today starts so far ahead of the brand interaction, and the possible touch points where businesses can make a difference are rapidly growing," said Judi Hand, Revana Growth Services president and general manager. "Marketing and sales teams, more than ever before, need to work together to understand, reach and engage customers in the moments that matter, with the right message. That's why we've turned to WebMetro, now Revana Digital, to complement our strong sales and customer experience results with the best of integrated digital marketing."

"Working with Revana Growth Services was a natural progression for WebMetro, and has allowed our digital marketing expertise to thrive in an ecosystem that focuses on the entire customer journey, from search to sale, and beyond," said Michael Behrens, senior vice president of eMarketing at WebMetro, now Revana Digital. "We're now able to access and leverage much larger data sets to deliver more personalized customer experiences at more touch points, while also staying ahead of and experimenting with new channels and technologies with TeleTech."

The announcement was made during the fourth annual Revana Growth Services Forum, where current and prospective customers gathered to hear about the latest customer experience, sales and marketing innovations and applications. This year's speakers included Don Peppers, founder of Peppers & Rogers Group, and acclaimed author and expert on customer centricity, and Doc Searls, a prolific thought leader in business technology, journalist and published author.

Revana Growth Services is one of TeleTech's fastest growing divisions, and was recently [awarded](#) several new Stevie® Awards for its outstanding sales performance, including a Gold award in Sales Growth Achievement of the Year category for its work with Intuit and support of their U.S. QuickBooks sales pipeline. For more information about Revana Growth Services or Revana Digital, visit [www.revana.com](http://www.revana.com).

#### ABOUT REVANA DIGITAL

Founded in 1995, Revana Digital (formerly WebMetro), named as one of the largest and fastest-growing U.S. search marketing agencies, provides digital marketing expertise in acquisition leading to results. Competitive brands engage Revana Digital to create and implement successful integrated marketing strategies for increasing online market share, lowering acquisition costs, and penetrating new markets. The digital performance agency provides paid search, display, SEO and user engagement, as well as strategies including conversion rate optimization, social marketing/advertising, and email acquisition. Revana Digital is a wholly owned subsidiary of TeleTech Holdings, Inc. (NASDAQ: TTEC) and a key part of TeleTech's Customer Growth Services division, Revana. For more information about Revana Digital, please visit [www.revanadigital.com](http://www.revanadigital.com).

#### ABOUT REVANA GROWTH SERVICES

As a recognized leader in technology-enabled revenue generation solutions for over 20 years, Revana Growth Services helps top brands navigate and profit from contextual, in the moment customer engagement. Utilizing the latest technology and best practices, Revana Growth Services provides integrated sales and marketing solutions for digital demand generation, lead nurturing and qualification, acquisition sales, growth and retention, sales advisory services, sales and marketing analytics. Revana Growth Services is a wholly owned subsidiary of TeleTech Holdings, Inc. For additional information, visit [www.revana.com](http://www.revana.com).

#### ABOUT TELETECH

TeleTech is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 46,000 employees live by a set of customer focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience visit [TeleTech.com](http://TeleTech.com).

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