



Revana Digital Named Winner of Google Partners All-Star Award

September 1, 2015

Data-Driven Performance Marketing Agency Recognized in Global Competition for Acquisition Leaders

DENVER, Sept. 1, 2015 /PRNewswire/ -- [Revana Digital](#), a leading digital performance marketing agency and key part of [TeleTech](#) Customer Growth Services, today announced it has been named a 2015 Google Partners All-Star, competing among thousands of leading agencies from around the world. All-Stars were selected for achievement in meeting specific pay-per-click goals and helping their small business customers grow through Google advertising and development utilizing search engine marketing (SEM).

"Revana Digital focuses on the entire customer journey from search to sales and beyond to help businesses implement successful integrated marketing strategies that increase online market share, lower acquisition costs and penetrate new markets. Being selected as a Google All-Star is a great honor and further showcases our success as a data-driven performance marketing agency and Google Partner," said Judi Hand, president of Revana Digital.

Google Partners is Google's platform for agencies and online marketing consultants. To become a qualified Google Partner, agencies must be certified in the Adwords platform, meet minimum spend requirements and must adhere to industry best practices including but not limited to; the use of ad extensions, ad copy testing, quality score optimization and leveraging all video ad formats.

Revana Digital is a digital performance marketing agency that is revolutionizing how companies leverage data to bridge the gaps between marketing and sales. Founded in 1995 as a search agency, Revana Digital (formerly Web Metro) works with innovative brands, driving efficiency for lead acquisition, sales and eCommerce campaigns across paid, earned and owned media channels. The agency provides media strategy, management and buying of paid search (Pay-per-click, native advertising), paid social advertising, display advertising (programmatic display, real-time bidding services), email acquisition, CPA-based campaigns, and strategic consult and services for SEO and organic campaigns.

ABOUT TELETECH

TeleTech (NASDAQ: TTEC) 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 40,000 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.

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