

## Altex Marketing Becomes Estonia's First Google Adwords Qualified Company

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Advertising, Media Consulting, Marketing Research, Internet:

Press release from: altex marketing– Altex Marketing, Estonia's first internet marketing agency, have become a Google AdWords Qualified company.

Tallinn, Estonia, March 3, 2010 — Altex Marketing's recent qualification as a Google AdWords Company solidifies their Google credentials and allows them to better serve Estonian and European internet advertisers.

Altex Marketing, long recognised as internet marketing experts in Estonia, have added another feather to their cap. By becoming a Google AdWords Qualified company, they've demonstrated both a mastery of Google's paid search and a history of successful PPC management and join a small elite group of companies around the globe.

"I am so pleased that our paid search marketing team now has public recognition of the quality of work they've been doing for some time now." said Tõnis Hinnosaar, Head of Technical services at Altex.

He added, "Altex Marketing is the first Estonian company to receive the certification of being a "Qualified Company" from Google. The Google Adwords Qualified Company status gives our clients the reassurance that we can manage large Google Adwords campaigns and when needed, receive assistance directly from Google itself".

The qualification's highly demanding requirements help distinguish Altex's unique professional status from other competitors. Besides Google Adwords pay-per-click management services, Altex has proven its extensive multilingual search marketing experience working with Yahoo/Bing, MSN, Neti, Yandex and Rambler and has conducted campaigns in every European country plus Russia.

Google requires that any company seeking AdWords qualification have at least two employees take, and pass, their

qualification test. Altex has three with three more currently participating in the training programme.

Ilmar Mihkelsoo, one of the Google Adwords Professionals working at Altex, smiles when he says: “We have been search engine marketing experts for some time, the Qualification does make me feel good but it won’t change much in my job. I will keep on creating and managing multilingual Google Adwords campaigns for our clients in Europe and Russia – just like I do everyday”.

As a final word Tõnis Hinnosaar added: “Whilst it’s important for clients to have a trusted and experienced paid search marketing partner it’s worth remembering that search engine optimisation is also extremely important and cost effective too. This is an area where Altex has been specialising since day one, over five years ago.”

Verification of altex marketing’s Qualification can be found on Google’s website: [tinyurl.com/yksb3wu](https://tinyurl.com/yksb3wu)

Altex Marketing may be contacted at [www.altex.ee](http://www.altex.ee)

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About Altex Marketing

Altex Marketing oü is Estonia's first specialist multilingual internet marketing agency, established 2005. Most of their clients are medium to large private companies and public sector organisations in Estonia and a growing client base in 10 European countries.

Visit [www.altex.ee](http://www.altex.ee) for more information or call +372 6210029

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