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Press Release

NetBooster certified as a Google Optimize 360 Services Partner across four European Markets

NetBooster Group (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent international agency in digital performance marketing, has been awarded **Google's Optimize 360™ Service Partner** status across four European markets: the UK, France, Germany and the Netherlands.

Forming part of the Google Analytics 360 Suite, Optimize 360 is Google's newest platform for A/B and multivariate testing which enables NetBooster's experts to deliver a highly personalized experience – powered by the full set of data from Google Analytics.

To achieve Services Partner status for Optimize 360, agencies must demonstrate advanced capabilities in Conversion Rate Optimization and personalization, with recognized expertise in consulting, training, implementation and technical support, as well as a proven track record in delivering value added services to their clients.

As a certified Google Sales Partner in France, Germany and the UK, NetBooster has also demonstrated the most advanced level of expertise required to consult, sell, train, deploy and provide full customer care for Google Analytics 360 Suite products, including Optimize 360, to their clients directly.

“Following 10 years of pioneering Conversion Rate Optimization consulting, NetBooster Group are constantly growing in Analytics, Data and CRO capabilities, moving focus away from channels and towards a truly audience-centric approach.” says **NetBooster's Chief Innovation Officer Kristoffer Ewald**. *“The Google Analytics 360 Suite provides machine learning to power improved performance for our clients. Predicting and targeting audiences with the right content at the right time, by leveraging the entire Analytics 360 data set, is exactly where the Optimize 360 tool comes in and where the power of a joint platform like GA 360 really provides its value.”*

“NetBooster continues to strive to always be one step ahead of our clients' changing needs”, comments **NetBooster's CEO François de la Villardière**. *“NetBooster's strong focus on driving maximum performance for our portfolio of global clients has, for a long time, given them an edge over their competitors. The addition of the Optimize 360 Services Partner Certification is the next step in to continue to lead in truly personalized customer experiences by adopting and building deep expertise in the latest platforms and technology. We're proud to add another string to our bow in this specialty.”*

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About NetBooster Group | www.netbooster.com

NetBooster is a leading independent international agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.).

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