

PRESS RELEASE

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Performics Named a Leader among US Search Marketing Agencies

Independent research firm analyzes Performics and other search engine marketing agencies by current offering, strategy and market presence

CHICAGO – [Performics](#), the performance marketing agency owned by [Publicis Groupe](#), today announces it is named a “leader” in the October 31, 2012 Forrester Wave™: US Search Marketing Agencies, Q4 2012 report from Forrester Research, Inc. Performics landed as a leader “because of its dedication to international business, its user-friendly reporting and account management, and its strong SEO offering.”

According to Forrester’s evaluation, “a number of factors boost Performics into the leader category for the first time. Most notable are its international scale, support for mobile and social programs, and loyal customers and employees.” Performics was among the select companies that Forrester invited to participate in its October 2012 Forrester Wave report US Search Marketing Agencies. In this evaluation, Performics received 5 out of 5 possible points for Social Media, Mobile Search and Revenues and 4 out of 5 possible points for Reporting and Analytics, as well as the Strength of Management Team. Additionally, client references give Performics account management a score of 5 out of 5 possible points.

“We believe that the recognition from Forrester is an endorsement of our status as the original performance marketing firm with best in class global offerings,” said [Daina Middleton](#), Global CEO of Performics. “The Performics team is second to none and works tirelessly to ensure our clients receive world-class service and unparalleled return on their digital marketing investments.”

The report also indicates Performics more formalized methodologies and programs foster innovation; noting, “This is good news for marketers who liked the firm’s performance-driven heart but longed for better discipline around operations.”

“Our teams continually strive to inspire participation, which delivers unmatched performance across relevant channels, devices and screens,” notes Middleton. “In our world, performance

Performics

never rests, so we're delighted to be recognized for our revolutionary approach to search and performance marketing."

About Performics

Performics is the first global performance marketing agency partnering with marketers to make smart marketing decisions that improve ROI. Founded in 1998, our performance specialists are certified experts in search, affiliate & feeds, and social & display channels across all screens. Performics, headquartered in Chicago with presence in 21 countries and regional centres in London and Singapore, is part of [Publicis Groupe](#)—the world's third largest communications group and top global search spender. Participate with us at performics.com.

Contact:

Andrew Caravella

Director, Marketing Communications

E: andrew.caravella@performics.com

T: +1 312 739 0257

F: +1 312 739 0223