

Searchmetrics US sales revenue doubles in 12 months

Company CTO and Founder relocates from Germany to new Silicon Valley office

New York - May 8, 2014__ Digital marketing software and services company, [Searchmetrics](#), which operates a global, enterprise Search Engine Optimization (SEO) SaaS platform for brands and agencies, has seen its US sales revenue double in the last 12 months.

The company has extended its presence in the USA by opening a new US office in Silicon Valley and has expanded its US team to support further growth.

Founded in Germany and with offices in Berlin, New York, London and Paris, and now a new office in San Mateo, California, the company's [Searchmetrics Suite](#) software is used by enterprises across the globe to optimize their SEO, content, social media and mobile marketing. It provides a solid foundation for developing and tracking cross-channel digital marketing campaigns.

Searchmetrics, which is already a market leader in Europe, now has 15% of its enterprise customers based in the US. Companies such as Symantec, eBay, Macmillan Publishers and Become.com are among the high profile users of the Searchmetrics Suite™. The company's rapid growth is being driven both by customers who are new to enterprise SEO software, as well as many who are upgrading to Searchmetrics from competitors.

Searchmetrics owns and operates its own data, presenting history of up to seven years for over half a billion keywords. This enables users to accurately determine their site's visibility.

The reasons given by customers for choosing Searchmetrics are: accuracy of data, reliability of recommendations, quick administration, powerful reporting, financial transparency and a user-friendly interface. Additionally, Searchmetrics is known for its superior innovation having recently brought out [content and site structure optimization](#) as well as [SEO Optimization on the URL level](#).

"We love Searchmetrics at TripAdvisor. It makes it simple to track our rankings and act quickly to maximize traffic" said Luc Levesque, VP of SEO at TripAdvisor. "I've been really impressed with the technical strength and innovation in the product and the level of support we get from the whole Searchmetrics team."

To support its growing customer base, the company has strengthened the US customer success team under the new leadership of industry veteran Don Lee. It provides training and best practices to users to best utilize the functionality of its software. It has also appointed new sales and support staff in the US.

Underlining the growing focus on the US market, Searchmetrics' CTO and Founder, Marcus Tober, has relocated to the company's new US headquarters in Silicon Valley.

"The US is a key market for us and we're investing resources to build on our success here," said Tober. "Our new office means we are situated near some of the world's biggest technology companies as well as many thousands of start-ups. For me it is a priority to spend more time in the US in order to be closer to our US customers and to ensure we are understanding and meeting their needs now and in the future."

Buoyed by the positive growth and expectations, Searchmetrics has secured further funding of 8.5m\$ from its investors Neuhaus Partners, Iris Capital and Holtzbrinck Digital.

Mr Volker Smid, member of the executive board at Holtzbrinck Publishing Group, said "Searchmetrics is our most promising global investment. Its innovative, data driven approach has resulted in market dominance in Europe and a very rapid, recent growth in the USA. The new developments on the horizon are very inspiring and we are committed to supporting and financing the long term value being created by Searchmetrics."

Tom Schuster, CEO of Searchmetrics said: "We have re-organized our business and resources to ensure we are in the best position possible to deliver market leading SEO and digital marketing technology to US customers and to support them with a superior customer service level. Satisfying the increased demand in the US is currently our primary business goal."

About Searchmetrics

Searchmetrics is the pioneer and leading global enterprise platform for international SEO. It operates the Searchmetrics Suite™, an innovative, interactive enterprise level Search Engine Optimization (SEO) platform for companies and online marketing agencies. Searchmetrics offers a holistic consulting approach to helping companies and online agencies develop and execute, intelligent, long-term digital marketing strategies encompassing SEO, content and inbound marketing and social media.

The company's flagship Searchmetrics Suite™ platform helps customers to define their individual business goals – such as increased ROI – and achieve them by delivering customized insights, forecasts, and recommendations. It provides detailed analysis and data in SEO, social media, content marketing and mobile to create a solid foundation for cross-channel digital marketing campaigns. The Searchmetrics Suite™ allows users to shape their own online visibility and differentiate themselves from potential competitors. Through individually scalable traffic and revenue forecasts and simulations, customers can identify how and where they need to develop their online presence, take appropriate action and track their performance against their goals.

The company has offices in Berlin, London, New York, San Mateo and Paris and operates its SaaS software directly as well as through a network of partners and an online shop. The fast-growing company currently has more than 100 employees. It is backed by the venture capitalist companies Holzbrinck Digital, Neuhaus Partners and Iris Capital. Many respected brands, such as T-Online, eBay, Siemens and Symantec rely on Searchmetrics to ensure they have excellent visibility through intelligent online marketing strategies.

Media Contact

Uday Radia

CloudNine PR Agency

uradia@cloudninepr.com

+44(0)7940 584161