

Search Engine
OPTIMIZATION

Pay-per-click
ADVERTISING

Landing Page
CONVERSION

Content
MARKETING

E-Commerce
OPTIMIZATION

Data Feed
MANAGEMENT

Big Data
MARKETING

Social Media
MARKETING

Display
ADVERTISING

Analytics &
REPORTING

EXPECT MEASURABLE RESULTS.

190west is digital marketing agency that develops integrated campaigns for organizations that recognize the importance of an online presence and insist on a powerful return on investment. We provide all the digital marketing services you'd expect from a big agency without the flashy overhead or frustrating runaround. You interact directly with the people managing your campaigns, so nothing gets lost in translation. You present goals and challenges. We produce results. It's that simple.

Ready to work with a different kind of digital marketing agency to grow your business? Keep reading to discover the 190west advantage.

OUR SERVICES



Search Engine Optimization (SEO)

SEO isn't as easy as you think and the rules are constantly changing. At 190west, we keep pace with the latest search engine algorithms so we know what works and what doesn't. Leverage our expertise to gain higher rankings, drive more traffic, and maximize your inbound marketing.

Pay-Per-Click Advertising (PPC)

Throwing money at Google, Bing, and other PPC programs without getting a solid return on your investment? There's a lot more to PPC than adding keywords and out-bidding your competition. Let 190west optimize your PPC campaigns for increased click-through-rates (CTR), conversions, and Return on Ad Spend (ROAS).

Landing Page Conversions

Driving traffic to your web site is a good start, but too many agencies stop there. At 190west, we understand that ROAS is the most important metric for PPC advertising. That's why we go the extra mile to make sure your landing pages are optimized for your campaign, resulting in more conversions and higher ROAS.

E-Commerce Optimization

If your goal is to increase conversions, we know how to make it happen. We'll use product reviews, re-marketing, link-building, shopping feeds, and more to improve shopping cart conversion rates and increase your overall sales revenue.

Analytics & Reporting

190west provides custom dashboards and C-level reports to help your team gain insight into performance and make informed decisions — while there's still time to influence bottom-line results.

We can also help your organization **ACHIEVE MEASUREABLE RESULTS** through:

- Content Marketing
- Display Ads
- Competitive Analysis
- Affiliate Programs
- Content Development
- Big Data Marketing
- International SEO
- Social Media Marketing
- Intelligent Newsletters
- Data Feed Management

TRUST THE EXPERTS.

190west's agile team of digital marketing experts includes marketing strategists, business consultants, data analysts, and technical gurus with practical knowledge of front- and back-end systems, web analytics, usability tools, A/B testing, and industry best practices. So we can quickly assess where you are today and determine the best way to get you where you want to be — quickly and cost effectively.

Whether you're focused on lead generation, e-commerce optimization, or sales cycle management, we'll help you define and execute the best integrated online and offline marketing strategy for achieving your objectives. We'll also continually measure program performance and make immediate adjustments to ensure optimal results.

OUR KNOW-HOW



190west has experience — and a proven track record for success — working with established and emerging platforms and technologies including:

CMS

Joomla

WordPress

Drupal

Concrete 5

Proprietary

MAS

Marketo

Eloqua

Pardot

Salesforce.com

HubSpot

E-Commerce

Big Commerce

Volusion

Magento

AbleCommerce

Custom

Marketing

Unbounce

BazaarVoice

AdRoll

BrightEdge

GoodData

But don't just take OUR word for it.

190west is passionate about helping our clients increase sales and drive revenue through effective digital marketing programs and it shows. We deliver the best of both worlds: the collaborative approach and responsiveness of a small firm and the proven expertise and results of a much larger agency.

At 190west we don't just meet client expectations. We routinely exceed them — often exponentially — for long-term, mutually beneficial relationships. That's why industry-leading SMB and enterprise organizations continue to count on our services — quarter after quarter and year after year — to deliver bottom-line results.

OUR CLIENTS



190west has helped companies of all sizes across a range of industries — from e-commerce start-ups to global B2B leaders — to achieve new levels digital marketing success.

*“190west is a firm I can trust — as digital marketing professionals and as people. They’ve helped grow my business and the numbers don’t lie; **it’s been a phenomenal increase.**”*

– Sean Ackerman, Vice President, Festool Products

*“190west’s approach goes beyond just consulting. We really feel like they care about our goals and we’ve been able to **measure a positive difference** since they’ve managed our digital marketing.”*

– Michael Macking, Director of Marketing, Hyrell

*We had worked with SEO agencies in the past but 190west offered us more that is in line with how we reach our customers. **Their collaboration feels more like a partnership.**”*

– Craig Weil, President, Accessories Palace

*“190west really delivered a consultative approach to help us achieve our business goals. They kept us **focused on metrics that drive revenue**, not just traffic to our website.”*

– Mike DiPietro, CMO, HealthcareSource

OUR CLIENTS include:

OPENTEXT



NUANCE



PHILIPS
RESPIRONICS

HYRELL



FESTOOL
PRODUCTS.COM



TAKE THE NEXT STEP.

Find out how 190west can help your organization drive revenue through strategic, data-driven digital marketing.

Contact us today at 866.538.8196 or info@190west.com.

190west, a division of 190 Group LLC, is a privately held Omni-channel digital marketing agency based in the greater Boston area. Founded in 2007, 190west develops and executes integrated marketing campaigns that drive revenue for clients. 190west has a proven track record for helping clients engineer greater success by leveraging its extensive expertise in SEO, PPC, email, social media, content marketing, remarketing, affiliate marketing, web analytics, and other online marketing disciplines. **Visit us at www.190west.com.**

