Click Tap Media is a Google Partner

Friday 22 November, 2013

Media Agency Group's digital department Click Tap Media has been awarded Google Partner status, which is exclusively given to agencies that "excel with Google's products".

The launch of Google Partners was announced this week at a venue in London's Stoke Newington district, streamed via a Hangout On Air tagged #PartnersLaunch. The exclusive hangout gave essential insight to online consumer behaviour and Google solutions to reach these users from Tim Frank, Product Manager for Google Partners.

Google Partner status is the highest accolade given to a select few agencies who meet the stringent criteria laid out by Google such as expertise in search and display campaigns, advertising fundamentals, minimum client spend and experience in digital market sectors and overseas markets. Partner status distinguishes pioneering digital agencies from other marketing companies in the UK.

Google Partners replaces the previous Google Certification platform, with polished requirements meaning that not even a third of Google Certified agencies are able to fulfil the more complex parameters asked of a Google Partner. By becoming a Google Partner, Click Tap Media can guarantee that we have fully advanced knowledge of Adwords, our results are of optimum quality, and accounts managed by us are healthy.

CEO of Click Tap Media's parent company Media Agency Group, Lee Dentith, said: "Click Tap Media is thrilled to have been granted the status of Google Partner, and it just confirms that our clients are being provided with the best possible digital advertising services, with a fully qualified and experienced team supporting their campaigns. Google recognition communicates to the world that Click Tap Media is a trusted company, and so it can be relied on by existing and future clients."

Media:



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