



Contact:  
Terri Douglas  
Catapult PR-IR for SmartSearch Marketing  
Phone: 303-581-7760, ext. 18  
Email: [tdouglas@catapultpr-ir.com](mailto:tdouglas@catapultpr-ir.com)

**BUSINESS-TO-BUSINESS COMPANIES FIND  
ONLINE MARKETING SUCCESS WITH SMARTSEARCH B2B**

*Alpha Software, ITW Dynatec drive traffic, leads and sales with focused b-to-b program*

NEW YORK, AD:TECH 2005 (BOOTH # 315), Nov. 7, 2005 – SmartSearch Marketing a full-service search engine marketing firm specializing in consumer and business-to-business markets, today announced it has secured ongoing agreements with several customers in line with the launch of its new b-to-b services offering, SmartSearch B2B (see release issued today “*SmartSearch Launches B-to-B Search Engine Marketing Program That Guarantees Results*”). Customers include Alpha Software and ITW Dynatec, both of which served as beta customers for the past several months and recently extended their service agreements.

“SmartSearch B2B is a unique portfolio of technology and services designed exclusively for business-to-business marketers,” said Patricia Hursh, co-founder and President, SmartSearch Marketing. “B-to-B companies, like Alpha Software and ITW Dynatec, have different online marketing needs than consumer-focused companies. With the addition of SmartSearch B2B to our collection of offerings, we’re able to provide effective SEM services to both b-to-c and b-to-b firms.”

Based in Burlington, Mass., **Alpha Software** develops cutting-edge database software that enables customers to build desktop and Web applications rapidly and easily. The company's award-winning flagship product, Alpha Five, combines sophisticated database management and application development capabilities with an intuitive user interface. Alpha Five is used by small businesses, government users and Fortune 100 companies.

Alpha needed a comprehensive online marketing program to help reach targeted prospects around the world in a cost-effective manner and increase the number of free Alpha Five trial downloads. But, Alpha needed those goals to be achieved at a lower marketing cost per download than what it previously had been paying.

In 2004, Alpha hired SmartSearch Marketing to manage its search engine marketing campaign. In addition to placing ads on more than ten search networks, including Google and Yahoo!, the campaign's messaging focused on Alpha's unique selling points: ease of use, powerful applications and Web connectivity. The ads were designed to do exactly what Alpha wanted: drive prospects to its site and encourage free downloads of trial versions of Alpha Five.

Within the first six months, Alpha's marketing cost per download decreased by 53 percent and the number of downloads tripled. In subsequent months, Alpha has continued to enjoy similar success in its ongoing relationship with SmartSearch.

Another SmartSearch B2B client has achieved similar success. **ITW Dynatec** is a leading provider of a full range of adhesive application equipment for the non-woven, converting, product assembly and packaging industries worldwide. Dynatec is an operating unit of Illinois Tool Works, a *Fortune* 200 diversified manufacturing company.

Dynatec needed to take a more proactive approach to marketing its Website by using it to pre-qualify prospects, generate leads and increase sales. The company hired SmartSearch B2B to devise a comprehensive search engine marketing solution, which included search engine optimization and pay-per-click search advertising.

The ITW Dynatec Website is now highly visible when prospects search for information related to ITW Dynatec, Dynatec products and services, and adhesive equipment in general.

SmartSearch B2B worked with ITW Dynatec to finely tune its search advertising program. The campaign is now extremely cost-effective and focused on only the highest-quality leads. Over the past eight months, the ad campaign has delivered on average more than 450,000 ad impressions per month at a price of less than \$6 CPM (cost per 1,000 impressions). The campaign also drove more than 2,500 prospects per month to the Dynatec Website at an average cost of \$1.18 per lead.

“We are pleased with SmartSearch B2B’s ability to quickly increase our visibility and results online,” said Dan Beyer, head of marketing for ITW Dynatec. “SmartSearch has worked closely with us to continually improve the focus of our ad campaign, bringing us qualified prospects in a very cost-effective manner. SmartSearch B2B is enabling us to monetize our Website...to use it to generate leads and increase sales.”

### **About Alpha Software**

Alpha Software Inc., headquartered in Burlington, Massachusetts, has been creating relational database applications renowned for their ease-of-use for more than 20 years. The company was founded in 1982 and has in excess of 1 million customers. For more information, please see <http://www.alphasoftware.com> .

### **About ITW Dynatec**

ITW Dynatec designs, manufactures and sells a full range of cold and hot-melt adhesive application equipment for the Nonwovens, Converting, Product Assembly and Packaging industries worldwide. ITW Dynatec is an operating unit of [ITW \(Illinois Tool Works\)](#), a *Fortune* 200 diversified manufacturing company

### **About SmartSearch Marketing**

Founded in 1999 and based in Boulder, Colo., SmartSearch Marketing's delivers high-impact search engine marketing solutions for clients in the consumer and b-to-b markets. By focusing exclusively on search marketing, the firm applies sound marketing principals to help companies build leading brands, drive online traffic and covert leads for increased sales and revenues. The company's growing roster of customers, including leading Fortune 500 firms, turn to SmartSearch for cost-effective, strategic campaigns that include search engine optimization, pay-per-click advertising, Web site conversion and campaign analysis based on performance dashboards.

###