



MachInteractive to Sponsor New England's Largest Conference on Search Engine Marketing

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Find Out What Technology Trends are Driving the Communications World

PR9.NET August 31, 2005 - Bridgeport, CT - MachInteractive (a division of MachroTech), a leading Search Engine Marketing firm, announced today that it is a premier sponsor of the GetFound Conference to be held at Marriott Hotel in Rocky Hill, Ct on September 8, 2005. The Get Found Conference is the largest conference in New England drawing national experts to inform and educate participants about search engine and optimization issues.

"Three technology trends - media disintegration, precise addressability, and interactivity - are converging on the world of marketing and communication" said Manish Chowdhary, CEO, MachInteractive.com. "In a new era, analytical strategies grounded in deep audience knowledge will rise to predominance. Creative will remain essential but will play a smaller, more sophisticated role." he went on to explain.

MachInteractive which boasts of a state-of-the-art offshore development center in Pune, India has highly skilled engineers and marketers collectively delivering online marketing solutions for clients ranging from organic search engine optimization and pay-per-click program management to advanced web analytics, competition monitoring and online strategy development.

MachInteractive's sponsorship of this highly recognized event in the search engine marketing world gives the online community a chance to learn more about innovative and next generation delivery models in online marketing services space. Through process innovation, MachInteractive is setting new standards in offshore outsourcing, by successfully delivering higher value and core services such as internet marketing from lower cost offshore centers.

MachInteractive has raised the bar on offshore outsourcing by moving up the value chain, above IT and Business Process Outsourcing (BPO) disciplines which have traditionally been the prime candidates for offshoring. MachInteractive views offshore outsourcing not just as a cost savings measure for enterprises, but as a long term strategic direction for business growth and competitive advantage.

Internet marketing is more a science than an art today and every dollar counts. Marketers now have access to numerous tools that allow them to precisely measure their online marketing spend and Return on Investment (ROI). However, in a highly dynamic industry that is growing at whopping 32% per annum, there is little substitute for human intelligence. Given their lower cost of operations, companies like MachInteractive have a definite edge – they can provide much more personalized marketing programs to clients and invest more man hours in R&D to keep up with the latest industry trends without raising their service costs. "ROI has become the most popular acronym in the industry. We therefore provide our customers with integrated online marketing mix where every dollar is put to work for maximum return. Our clients truly enjoy the service like that of a large interactive marketing firm at a much lower cost"

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About MachInteractive.com

MachInteractive is a high-performance Search Engine Marketing Firm specializing in Online Customer Acquisition Solutions. MachInteractive's search engine marketing services include:

- o Online Marketing Strategy and Tactics
- o Natural Search Engine Optimization
- o Paid Search Engine Marketing (e.g. Pay-Per-Click Advertising)
- o Web Analytics Consulting and Implementation

MachInteractive provides solutions for virtually any-sized business. Whether your monthly marketing budget is \$1,000 or \$100,000, we will work with you to design a MachInteractive program that will increase your online revenue and attract new business.

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