

# Introducing: Saatchi Optimise

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Netpointers and Saatchi & Saatchi team up in joint venture to introduce Saatchi Optimise  
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Saatchi & Saatchi partner with Netpointers to launch Saatchi Optimise – a search engine marketing business.

In a world where 80% of all website visits are via search engines, the need to understand and integrate search solutions into digital campaigns is becoming increasingly important. With this in mind Saatchi & Saatchi have partnered with Netpointers, a world leader in Search Engine marketing, to form Saatchi Optimise. Netpointers staff will join Saatchi data analysts in forming the new company and will be located with the Saatchi offices. Michael Dall-Hjorring, head of Saatchi Optimise believes that **“search engine activity offers us valuable insights into how consumer behaviour is evolving and how technology can be used to evaluate and influence the purchase decision process”**.

“We are in a period of evangelism and growth. We have recently launched Saatchi & Saatchi Wireless and Sneeze\* (viral marketing). These two exciting services are moving with some pace and have been well received by the market. We recognize that communications channels are ever changing and that every surface is potentially our canvas. Channels like wireless, word of mouth, proximity marketing and online communities are an integral part of our lives and we are intent on working with the most knowledgeable and organizations people in these areas” – Jason Dooris, GM Saatchi & Saatchi Interactive.

Full press statement:

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