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SearchIgnite to Provide Digitas with Search Bid Management and Analytics Tools

NEW YORK – October 17, 2005 – SearchIgnite, a leading search management software company, today announced that it will provide Digitas LLC, one of the country's leading digital and direct marketing agencies, with the underlying technology for managing paid search campaigns efficiently for its advertiser clients.

Digitas selected SearchIgnite to provide the tools to manage, track and optimize multiple online campaigns simultaneously across all major global search engines including Yahoo, Google, MSN and MIVA. Using a portfolio approach, SearchIgnite provides the tools to maximize campaign effectiveness across multiple search engines based on each client's business objectives.

Using SearchIgnite empowers agencies like Digitas to optimize clients' bids and positions, utilize conversion tracking tools, comprehensive Web analytics, and custom campaign management to save its clients time and money, improve ROI and increase Web site traffic.

"SearchIgnite will give us the tools to manage our clients' online campaigns in one easy-to-use dashboard that helps deliver better service and enhances performance," said Steven Kaufman, Vice President of Media at Digitas.

With more agencies devoting incremental resources to digital marketing, SearchIgnite provides agencies with the tools to manage online campaigns across a diverse set of Internet properties.

"Empowering Digitas – an award-winning agency with an excellent reputation for creativity, quality and service - with SearchIgnite is a mark of distinction for us," said Roger Barnette, President of SearchIgnite. "We look forward to working closely with them to deliver strong measurable ROI for their clients' online campaign."

About SearchIgnite

SearchIgnite is a leading search bid management and portfolio optimization technology that uses complex algorithms to help marketers and advertising agencies achieve their ROI metrics across all the major engines. With comprehensive proprietary campaign measurement and optimization tools, SearchIgnite delivers a single dashboard to manage multiple simultaneous campaigns in real time. SearchIgnite is a division of Innovation Interactive, a leading, diversified online marketing company offering advertisers a full suite of performance-based marketing solutions. For more information on SearchIgnite, please visit www.searchignite.com.