

Whoop! there it is: smec goes UK!

After months of intense planning, smec – Smarter Ecommerce opens up their brand-new office in London. Despite other companies leaving the UK due to Brexit, the Austrian company specialised in PPC automation still sees plenty of business opportunities to offer their outstanding expertise to UK retailers in the future even more. But still, it needs some courage, a whole lot of commitment and a proven track record of outstanding results with top-notch products like Whoop! or the AdEngine to set a second foot in the UK market.

Founded in 2007, the Austrian paid search automation company with expert consulting services for text and shopping ads has managed to grow up to more than 120 employees from over 20 different nations in the meanwhile, operating from one of the most innovative hotspots in Upper Austria, the Tabakfabrik Linz. Therefore, it is not so much of a surprise that smec – Smarter Ecommerce attracts quite a few retailers from the UK as well, as they are looking for new ways to improve their efficiency in the digital space.

So, that's where smec – Smarter Ecommerce comes into play offering plenty of possibilities to optimise all kinds of different paid ad campaigns, mainly on the two leading search engine platforms Google and Bing by Microsoft. After winning the Google Premier Partner Award in 2018, smec – Smarter Ecommerce was being recognised internationally as one of the leading companies worldwide in the PPC industry. In addition, the Austrian niche specialist is a Microsoft Elite Channel Partner as well, providing companies with the full scope of advertising opportunities on the platforms mentioned above.

In the past, smec – Smarter Ecommerce already consulted some of the bigger UK retailers such as allbeauty, Robert Dyas or Mountain Warehouse, to name just a few. Therefore, having their physical location in the UK was the logical next step in order to further develop the British market. As a result, they are now in a better position to expand their PPC expertise onto even more British retailers. Overall, we are living in an exciting era and smec – Smarter Ecommerce proves that the UK market is still a viable option for foreign companies – despite Brexit coming closer.

About smec – Smarter Ecommerce

Smarter Ecommerce (smec) has been developing customized solutions for PPC automation since 2007. The Austrian company located in Linz, Upper Austria supports well-known international retailers in creating and optimising Google ads campaigns. As a Google Premier Partner, smec belongs to a selected group of digital marketing specialists and has a proven track record concerning their exceptional expertise in Google Ads – moreover, smec is a Microsoft Elite Channel Partner as well. As a matter of fact, Smarter Ecommerce is known for their smart machine learning technologies, flawless features and a high centrality towards clients. Therefore, innovation and service is deeply embedded in their company philosophy – with success, as today smec is more successful than ever before and strategic partner of many online retailers from Europe.

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