



BEM Interactive Becomes Google Analytics Authorized Consultant

BEM Joins Companies Worldwide To Receive This Designation

GREENSBORO, N.C., March 2, 2010 –BEM Interactive, an industry leader in interactive design, development and digital marketing, announces the company is now a Google Analytics™ Authorized Consultant, joining a group of organizations worldwide.

Google Analytics™ Authorized Consultants are organizations that demonstrate sophisticated expertise in Google Analytics™ web services, which report how website visitors search, navigate, and convert. To qualify, potential organizations undergo the application process and meet qualifications, including being able to provide comprehensive and complex Google Analytics™ case studies. BEM Interactive Google Analytics™ services include: implementation, assessment, customization, consultation, training, and ongoing support services.

“BEM Interactive is honored to have received this designation from Google,” says Malinda Pengelly, founder and president of BEM Interactive. “Becoming a Google Analytics™ Authorized Consultant represents our company’s steadfast commitment to providing exceptional interactive expertise.”

“In today’s online savvy business world, Google Analytics™ is instrumental in helping organizations understand and leverage data about their website visitors rather than simply collecting it,” adds Pengelly. “With the assistance of our Google Analytics™ in-house experts, our clients are seeing real returns, growing their businesses, and maximizing overall web effectiveness.”