



# Finch Wins Google's Search Innovation Award 2017\_

*Finch Gets First Place for Paid Search at Regional Premier Partner Awards*

SALT LAKE CITY, UTAH, USA, August 18, 2017 /EINPresswire.com/ -- Finch has won a major [Google Premier Partners Award](#) for Search Innovation 2017. Google created the The Premier Partners Awards to celebrate innovation and success in digital marketing. This comes after Finch won last year's award for Google EMEA's [Best Shopping Performance](#) of 2016.

“

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*Bjorn Espenes, Finch CEO  
and co-founder*

This year, Google celebrated the “foresight, innovation, and dedication” of their Premier Partners by hosting a global awards program to “recognize and celebrate our top-performing Google Premier Partners for their contributions to digital marketing, product innovation, and client growth.”

To be allowed to participate, Google Premier Partners across the world had to submit regional entries in six digital

marketing categories with only one winner in each category for each region. Finch won for Search Innovation in North America. Regional winners will go on to compete for Google's global awards in September of this year.

Finch's entry provided a [case study](#) highlighting their client Artisan Hardware, a premiere barn door and hardware manufacturer. This study showed the financial impact of growing the client's business through their AdWords search campaign and an overall result of Artisan Hardware's revenue increasing by 541%, while cost of sales reduced 62% in a year-over-year comparison. The account was managed using Finch's proprietary technology and high-level consulting services to run an effective AdWords Search campaign for this client.

Artisan Hardware's founder & CEO Chase Norton is quite pleased with the results he's seen. He says that they “first started with Finch after cycling through a number of advertising firms that made big claims but delivered small results. Finch has been consistent and transparent from day one in an effort to increase sales and save money. They have been proactive in providing detailed analytics and strong performance metrics to make decision making easier for us. Ours has been a true and effective partnership.”

Finch CEO Bjorn Espenes says, “this is a great honor, and one that it takes a great effort from the entire team to reach this high level of performance for our clients.” He stated that the award illustrates their commitment to being forward-thinking, and always pushing the boundaries of digital advertising.

The global award winners will be announced at the Google Partner Summit in New York City on September 28, 2017.

If you have inquiries, please contact Kim Pratt at [press@finch.com](mailto:press@finch.com) or call 855-275-7772.

## About Finch

Finch is headquartered in Salt Lake City, Utah, USA. A global company with offices in the U.S., Europe, Australia, and Asia, Finch manages AdWords programs to create optimal business growth for clients using their proprietary programmatic advertising platform. Finch is a Google Premier Partner and boasts a global team of Google certified AdWords and Bing Accredited experts. Learn more about Finch at [www.finch.com](http://www.finch.com) or through our official blog at [finch.com/en/blog](http://finch.com/en/blog).

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