



# SMART 1 Marketing Now a Waze Certified Partner

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COLUMBUS, OH, USA, December 11, 2017 /EINPresswire.com/ -- Waze, the real-time,



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*Todd Swickard / Smart 1 CEO*

crowdsourced navigation app, has become one of the hottest digital advertising platforms through its navigational ads. SMART 1 Marketing is now a Waze Certified Partner, giving them the ability to include Waze ads in digital marketing plans for clients in Columbus, Ohio and across the country. These Waze ads help clients maximize hyper-local digital advertising efforts and drive business in the door.

“This is something we have been working hard to achieve for our clients for a while,” said SMART 1 CEO and Co-Founder Todd Swickard. “We have gone through the training and are

now certified by Waze as a proven digital marketer. We have been given the authority to not only include Waze ads, but to also create the right ads that drive results on that particular platform for our clients.”

Waze Partner Certification is reserved for the most successful digital marketers who get the best results for their clients. The certification requires ongoing and specific training through Waze, which allows SMART 1 Marketing to stay on top of the constantly changing Waze environment and offer an expertise other marketing firms cannot with the popular navigation technology.

“Waze is always looking to for innovative partners who want to leverage the power of mobile technology to connect with customers,” said Matt Phillips, Head of Global SMB Sales. “We’re excited to team up with Smart 1 Marketing and help local businesses increase awareness of their locations and navigate customers straight to their stores.”

“If you want to be found by people looking to spend money in your establishment, Waze is definitely a platform you should be on,” added SMART 1 COO and Co-Founder Sara Cordle. “We are constantly challenging ourselves to produce at a higher level for our clients, so to be officially certified by Waze means a great deal to our team.”

Waze ads significantly impact brand ad recall and navigation lift. On average, Waze users exposed to an ad are 96 percent more likely to remember a brand than competitor platforms and are 38 percent more likely to navigate to one of the advertised locations (Source: 17,514 studies performed by Waze, as of Oct 2017).

## ABOUT SMART 1

SMART1 Marketing is a digital marketing/advertising strategies firm leading its industry in growth and

client satisfaction through excellence in innovation, client support, services and strategies. Co-founded in 2009- SMART 1 now bodes a team of 24 dynamic associates distinguished by their functional and technical expertise. Combined with results and efficiency driven innovation, the SMART 1 team has gained a go-to reputation with clients and peers alike.

#### About Waze

Waze is the social navigation pioneer, leveraging mobile technology and a passionate global community to redefine expectations of today's maps. Waze is home to the world's largest network of drivers who work together daily to outsmart traffic and save time and money. The app consistently recommends the fastest routes based on real-time driving and data from millions of users. From traffic reroutes to low gas price alerts and relevant offers from favorite brands, Waze is one of the most comprehensive driving companions in the marketplace. To download the free Waze app for iOS or Android, visit <http://www.waze.com/get>. For more information on Waze privacy policy, visit <https://www.waze.com/legal/privacy>.

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