



90octane Listed in BtoB Magazine's 2008 Top Agencies Special Report

The Denver-based interactive marketing agency's significant growth and innovative programs earn it a spot in the prestigious publication's annual report.

Denver, CO, April 10, 2008 --(PR.com)-- [90octane](#) is ranked as one of the nation's top interactive agencies in the 2008 Top Agencies Special Report issued by BtoB Magazine. The annual publication lists advertising and marketing agencies with a business-to-business focus and categorizes each as large, midsize, small or interactive.

90octane is an interactive marketing agency specializing in online services - both search engine marketing (SEM) and sales lead generation. Key differentiators from other agencies in the field are a unique understanding of its clients' businesses, which is critical to developing the strategy behind custom programs, and the ability to measure and optimize these programs from ROI-based success metrics.

The agency has successfully grown to 26 employees, including a professional client services staff; a creative department that generates innovative conversion-focused copy and designs; a technology team that develops sophisticated tracking platforms and search engine amenable websites; and a dedicated interactive media specialist.

90octane's current B2B clients include Gates Corporation, ProLogis, LeftHand Networks, Charter Business®, Atlas Copco, Symetix and ITT Visual Information Solutions.

“90octane is proud of BtoB's endorsement as a top interactive agency, as it attests to the high level of partnership we forge with our clients, the amazing efforts by our staff to produce the best possible work and our excitement as the business grows,” said Jim Grinney, 90octane Partner.

About 90octane

90octane is an award-winning interactive marketing agency that leverages online marketing strategies, search engine marketing (SEM) services and sales lead generation capabilities to develop custom, results-driven solutions. Combining proprietary analytics tools with creative expertise, 90octane optimizes the impact of each interactive marketing dollar budgeted by clients, ranging from international non-profit organizations such as Heifer International to Fortune 500 companies such as Gates Corporation. For more information, please contact Rosemary Riley at 720-904-8169, or visit www.90octane.com/.

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