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Concentrix Named Trusted Bing Advisor

As Select Partner Concentrix Delivers Exceptional Digital Campaign Management Expertise

FREMONT, Calif., Jan. 17, 2017 /PRNewswire/ -- As part of the expansion of the Bing Partner Program, Microsoft named Concentrix as one of a group of key partners to act as trusted advisors to its growing customer base for search advertising opportunities with the Bing Network.



Moving into Select Partner status required Concentrix to meet—or exceed—additional criteria, including growth of its client base and exceptional enterprise digital search and campaign management expertise. As a Select Partner to Bing Ads, Concentrix will continue to enhance the expertise and service provided to clients through exclusive access to training, marketing and technology development. Bing Ads continues to grow globally, with nearly one third PC search market share in the U.S., over 20% in the UK and over 10% in five additional markets.

"Our analytics-based, insight driven marketing programs deliver the right message at the right time across the entire customer lifecycle," says Anil Bhalla, Senior Vice President, Emerging Businesses at Concentrix. "Search advertising is a key part of this approach, and Bing enables us to reach a highly targeted customer segment. Bing adds to the marketing mix to optimize marketing spend, reduce customer acquisition costs, and deliver new revenue to our clients. We look forward to leveraging the additional support that Microsoft is providing through this program to help our mutual clients."

Concentrix provides services that maximize "Customer Lifetime Value" through a highly customized, targeted approach to customer engagement. It has strong partnerships with the leading search advertising and social media platforms today and proven experience in creating compelling marketing campaigns for clients.

ABOUT CONCENTRIX: *Different by Design*

Concentrix, a wholly-owned subsidiary of SYNNEX Corporation (NYSE: SNX), is a leading business services company. We focus on customer engagement and improving business outcomes for over 450 global clients across six continents. Our 90,000+ staff deliver technology-infused, omni-channel customer experience management, marketing optimization, digital, consulting, analytics, and back office solutions in 40+ languages from 125+ delivery centers. We serve automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; and energy and public sector clients. Visit www.concentrix.com to learn more.

About SYNNEX

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