

The logo for inSegment, featuring a green circle with a white dot above the text "inSegment".

inSegment

PRESS KIT

www.insegment.com

A background image of a city skyline across a body of water, with various colored circles overlaid on the scene.

One Gateway Center
300 Washington St., Suite 850
Newton, MA 02458

While the company may be best known for its performance based lead generation, SEO and custom web development services, inSegment also provides its clients with a robust selection of digital marketing services, including paid search management, display advertising, social media management and campaigns, recapture marketing, email marketing, and branding, among others.



Ultimately, inSegment is committed to delivering results and maximizing ROI for its clients. Rooted in a meticulous engineering-led approach that's never satisfied with the status quo, inSegment continuously tests its programs for improvements while utilizing new tactics to drive performance. inSegment's clients are actively involved in all aspects of program development, from the design stage, through execution, to follow-up.

A commitment to achieving measurable success, a data-driven approach to solving complex business problems, and a unique company culture rooted in research and collaboration are just a few of the hallmarks that make inSegment a leader in its field.



Headquartered in Newton, MA, inSegment was recently named one of Inc. 5000's fastest-growing private U.S. companies.

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inSegment Quick Facts



We're a leading full-service digital marketing agency based in **Boston**



Our reach is global with offices in **Boston, Romania and Ukraine**



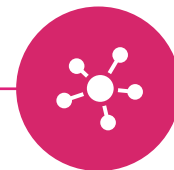
We specialize in delivering the **most innovative digital solutions** in the market today



In 2014-2016, we were named one of the "Fastest-Growing Private U.S. Companies" by Inc. 5000



We serve a wide range of businesses in many fields, including **financial, software & IT, bio-tech, real estate, and higher education**



Our services include: Demand Generation, Content Marketing, Search Engine Optimization, Paid Search Management, Programmatic & Social Campaigns, Web Design Development



+40 clients and growing



Between 2010 and 2015, inSegment saw a **536%** growth rate

Mission Statement



Our mission is to create innovative digital marketing campaigns that connect businesses with their target customers. inSegment is more than just our name: it reflects our commitment to identifying and targeting the most relevant market segments for our clients. We realize our mission by approaching each project with an engineering mindset, by designing and continuously testing data-driven programs in order to surpass client expectations.

Company Overview

Established in 2007, inSegment is a full-service digital marketing and advertising agency located in the heart of one of the most innovative technology hubs in the world: Boston. We pride ourselves on bringing our clients quantifiable, high-impact marketing results by collaborating with them on business and creative strategies.

At the same time, we provide them with the most innovative [digital marketing solutions](#) available today, accomplishing their goals while delivering a maximum return on investment.

Our Services

Whether it's B2B lead generation, website development, and organic/paid search campaign management or mobile marketing, programmatic media buying, and social media monitoring/outreach, we own every part of the digital marketing spectrum. Our variety of digital marketing services allows us to create custom programs that result in high-quality conversions that meet client goals.



Web Design That Maximizes Engagement and Conversion Rates

Targeted Content Marketing Programs and Demand Generation

Organic Traffic Acquisition Through SEO

Efficient Paid Search Campaigns with inSegment's Targeting Methodology

Programmatic Media Buying with Third Party Data Overlays

Global Social Media MMM Programs (Monitor, Manage, Market)

Recapture Marketing Campaigns

Our Process

We identify the most critical challenges, perform extensive research, and design an optimal program that reflects the client’s industry and digital marketing goals. And it doesn’t stop there: we continuously test new technologies and implement improvements for our clients. We believe in collaboration throughout our process. We listen carefully, ensuring that goals are understood by involving clients from program inception to performance review. The result is always a smarter, more effective solution that exceeds expectations.

Learn more about the [inSegment process here.](#)



Our Beliefs

Honesty



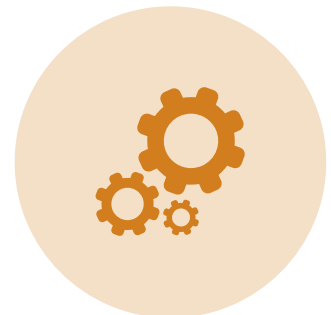
Transparency



Dedication



Service



“Improving Performance through Engineering Rigor”

Technological expertise is at the core of what we do; we are constantly discovering, testing, and implementing new technologies, platforms, and growth-hacks to benefit our clients. We combine a data-driven approach with innovation and creativity, allowing us to push for new and forward-thinking solutions with each project.

The results don't lie, and we consider our clients to be our best proof. We act as strategic partners, enabling clients to create the right interactions with their customers at the right time. As a result, audience needs are satisfied, and business goals are surpassed.



We take our clients' investment in our services seriously, and deliver maximum ROI.



We collaborate on the strategy, research, and creativity processes for maximum effectiveness.



We serve as trusted digital marketing advisors.



We're driven to achieve measurable results.



We identify and attract the right market segments for your business.



We incorporate technological expertise into each project.

Executive Bios page



ALEXANDER KESLER

Founder & CEO

Alexander Kesler is a visionary B2B digital marketer and an effective CEO with over 20 years of experience in building highly successful organizations. Focusing on solutions for B2B marketing, digital marketing, demand generation, data management, and security software, among others, Alexander's companies made it into Inc 5000, Inc 500, and Entrepreneur 360 lists as some of

the best, fastest-growing private companies in America. Alexander serves on several advisory boards and is a regular contributor to industry publications such as Inc.com, Search Engine Journal, Marketing Land, and others. Previously recognized as one of the top 10 B2B marketing influencers on Twitter.



ALEXANDER PEKAR

Managing Partner

Alexander has over 18 years of experience within the technology, digital marketing/sales, and financial sectors. A skilled strategist who transforms strategic plans into workable solutions and benchmarks performance.

Alexander has worked with Tier 1 carriers delivering optimal results in high-growth telecom environments. Worked alongside CEO's, and global leaders at Government level structuring and implementing licensing regulations and new business development, with such companies as Accenture, LetterOne, Sovico Holdings, Dell, Yahoo, StarsGroup, SNCR, etc. Has a strong understanding of Digital Marketing, Digital Assets, and financial markets and the ability to tailor communications to a diverse set of audiences.



ILONA ROBERTS

Executive Director, Digital Marketing

Ilona is the Head of Digital Marketing at inSegment and brings over 10 years of ad agency experience. A passionate Digital Marketer with a background in integrated marketing and multi-channel digital strategy.

Ilona works closely with clients to accomplish their business objectives through various digital marketing channels and tactics, including Paid Media, Conversion Rate Optimization, Search Engine Optimization, Content, Influencer, and Email Marketing.

Ilona has led digital strategy and execution for clients like McDonald's, Fidelity, Bank of America, Hewlett-Packard, Merck Pharmaceuticals, Clorox, Novartis, Ralph Lauren, Converse, Lilly Pulitzer, National Hockey League (NHL), and Boston Children's Hospital. Prior to inSegment, Ilona directed cross-functional teams at several global advertising agencies including, Havas Media, Digitas (Publicis Groupe), and iProspect (Dentsu).



DANIEL IGHISAN

Chief Technology Officer

Daniel is inSegment's Chief Technology Officer and is in charge of the Web Development and Design teams. He has been with the company for over 9 years. Daniel has over twelve years of experience as a web developer, team lead and

is a results-oriented leader, focused on developing a culture of accountability and innovation. Daniel is focused on getting results for clients and has been instrumental in developing inSegment's proprietary Conversion Architecture methodology, ensuring clients websites are engineered to maximize site conversions. His work with clients across the Financial, Higher Education, and B2B Software and Technology sectors has resulted in numerous industry awards for both inSegment and our clients.



EGOR MATVEEV

Head of Paid Media

Egor leads inSegment's Paid Media Team and has over 15 years of experience across all aspects of digital marketing. He takes a hands-on approach, working closely with all of our clients to deliver outstanding results.

Before inSegment, Egor worked as an in-house data analyst at companies like ISPsystem, a world leader in web hosting automation software, and VEPP, one of the most flexible web server control panels, helping to connect clients and businesses across the globe.

A strong technical background has helped him understand not only the basics of digital marketing, but also the underlying foundation behind each platform or tool involved. This technical acumen has made Egor a sophisticated marketer who can seamlessly navigate between bigger-picture strategic thinking and in-the-weeds execution.



DIANA VASILE

Head of SEO

Diana leads the SEO Team at inSegment and has been with the company since 2015. She contributes to the agency's success with 13 years of experience developing performance-oriented search engine optimization strategies, designed to

yield high search engine rankings and maximize organic traffic and conversions. Diana leads SEO campaigns for some of inSegment's largest enterprise accounts. She has helped transform brand reputations on search engines and optimize customer experiences to drive clients' engagement and growth for B2B and B2C clients across E-Commerce, Software/Technology, and Financial verticals. Diana's work has resulted in numerous industry awards and recognitions for inSegment over the years.

FAQs

What is the nature of your business? ?

“We are a full-service digital marketing agency, offering a wide range of services – from web redesign and demand generation, to programmatic media buying, creative branding, and social media.”

Where is your company based? ?

“Newton, MA.”

What makes your business so unique? ?

“While there are many digital agencies out there, we are one of the few that considers the big picture by addressing all the digital marketing needs of businesses’ web properties. With a meticulous focus on delivering ROI for our clients through analytics, we’re known for maximizing online potential for businesses while guaranteeing measurable results.”

Who are your existing clients? ?

“We serve a wide range of businesses in many fields, including financial, software & IT, bio-tech, real estate, and higher education. For a full list of clients, and to hear from them firsthand, please visit our [client testimonials page](#).”

How well do you integrate into existing business development platforms? ?

“We have extensive experience integrating seamlessly with many CRM applications such as Salesforce.”








Can you support ROI on my investment? 

“Absolutely. We understand the huge investment that clients make in a digital advertising model, and due to its measurable nature, ROI is always something we track—analytics and tracking impact are in our DNA, and continuous adjustments, optimizations, and improvements are always being made on multiple levels. Processes are improved according to progress. In addition, we have a comprehensive reporting system in place, always keeping our clients in the loop.”

What are your average price points 

“We offer competitive pricing all of our services. For more information, please contact one of our sales representatives at info@insegment.com.”

What Sets Us Apart

-  Comprehensive, custom digital marketing and advertising programs
-  A continuous engineering-led process of testing and research for each project
-  Measurable, proven ROI
-  Broad portfolio of leading digital marketing solutions across verticals
-  Leverage-leading technology platforms
-  Guaranteed alignment between strategy and desired business outcomes
-  Strong, long-lasting client relationships

Our Clients



“Adjusting program direction has been very important to us. We’ve tried to refine how we want to attack the market, and inSegment has done a great job in helping us understand how to change those parameters. inSegment has performed extraordinarily well in getting us to the right properties, tweaking those properties as needed, and helping us refine that to improve the overall quality of leads.”



“Within the first two months of working with inSegment, the amount of organic traffic and time spent on our website doubled, and the targeted keywords were ranking three times higher than before, almost tripling our average visitor rate. This spike in site traffic was the single biggest catalyst for our revenue growth. I can confidently recommend inSegment to any business looking to get excellent SEO services. Their team is a great marketing asset to us and has made a tremendous difference in our business.”



“inSegment has helped us create new content, structure an up-to-date website, and implement an SEO program. The biggest benefit in working with inSegment has been relying on their technical expertise in the web arena, as well as getting some excellent input from them on SEO. Based on the SEO results we’ve gotten so far, we’re seeing an increase in inquiries, and these have been high-quality leads. Prior to the new website, we weren’t visible in any of the 20 keyword searches. After the implementation of the website, we were seeing results within the first month. inSegment is very customer-service oriented and very engaged, and they always come to the table with very good ideas.”



“If we need anything on the marketing or public relations side, we know we can call inSegment. Even though we may not completely understand what we may need, they’re always very good at trying to corral our thoughts and concerns, and then tailor a specific marketing effort, collateral package, or message that we want to get out into the public. The best part of working with inSegment is they effectively are our in-house marketing and public relations team. Working with someone who can capture who we are as people and what we want to get out to our investors and the people we come in contact with is very important to us, and they take that very seriously.”

Contact Us

FOR MEDIA INQUIRIES, PLEASE CONTACT:

ILONA ROBERTS

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FOR SALES INQUIRIES, PLEASE CONTACT:

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SOCIAL MEDIA:

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