

Intersynthesis™ launches new ad services to improve value for consumers in recession

SANTA BARBARA, CA -- April 27, 2009 -- Intersynthesis™, inc., a new integrated interactive marketing company based in California's central coast, today opened its doors to businesses and organizations across the country. Intersynthesis offers services that help companies impacted by recent reductions in consumer spending amid the worst economic environment to hit the world in decades. By changing the paradigm of advertising to one that focuses on authentically interacting with customers across all major digital channels rather than broadly communicating watered down one-way messages, Intersynthesis helps advertisers reach, engage, and keep their customer base more effectively than traditional media companies or single channel providers. What's more, Intersynthesis is so sure of its ability to boost its clients' bottom lines that the company offers a pay for performance option for its campaign management services, so Intersynthesis only profits when its clients succeed.

"Today's consumers are using every interactive channel they can to spend their budget wisely," said R. Geoffrey Stevens, President and CEO of Intersynthesis. "Companies and organizations that want to attract new customers and keep the ones they have must rise to the challenge and engage with their audience consistently across multiple channels at the same time or risk losing attention and market share to competitors. In tough economic times, marketing and customer acquisition budgets can come under intense pressure. This is why Intersynthesis offers a pay for performance model, in which clients only pay for results."

Intersynthesis also helps businesses take a more socially responsible approach to their advertising. By promoting digital channels like search engine marketing (SEM), email marketing, display media planning, affiliate marketing, mobile marketing, call center sales, and social media marketing, Intersynthesis seeks to reduce the high carbon footprint incurred by traditional media, such as junk mail. And in keeping with the emerging trend towards green technology, the Intersynthesis web site and electronic communications are powered by solar energy and similarly renewable energies.

About Intersynthesis, inc.

Intersynthesis™ (www.intersynthesis.com) provides advertisers with integrated interactive marketing strategies and campaigns that engage audiences across all major digital channels, optimize online conversions and lifetime customer value, and maximize return on investment. Intersynthesis offers socially responsible performance based services that align its efforts with both advertisers' objectives and consumers' interests.

For more information, contact pr@intersynthesis.com.

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Contact Intersynthesis

Are you interested in getting better results from your marketing budget online? Learn more about Intersynthesis at www.intersynthesis.com, or write to us at info@intersynthesis.com.

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