PC Auction Names Beyond Interactive New Media Agency of Record

Global digital advertising agency Beyond Interactive, has been appointed the online agency for one of Australia's fastest growing online IT auction sites - PC Auction. PC Auction is an online clearance house, with true 'bricks and mortar' backing, offering thousands of IT products nationally. As the specialist digital advertising agency of choice, Beyond Interactive's role is to build brand awareness, primarily through a tailored online marketing strategy, creative development, ad-serving and digital media planning and buying. According to Laura Peck, Managing Director of Beyond Interactive, the challenge for companies looking for a competitive edge in the online retail environment is implementing the right tools to increase customer conversion."Online marketing and advertising activities are a vital part of any online business model," said Miss Peck. "We are excited to be working with PC Auction and are confident we can provide a targeted, cost-effective, measurable delivery service to help achieve their objectives." "PC Auction is a wholly owned Australian company that has successfully carved a niche in the online variable pricing marketplace. We believe the company will continue to prosper because it only sells quality products, providing warranty to all customers on all items and we look forward to working together," added Miss Peck. Aaron Blackman, Director, PC Auction believes Beyond Interactive will play an integral role in increasing traffic to their site. "Since our establishment in 1999, we have created a successful business model and developed strong alliance partnerships with Australia's leading computer manufacturers, distributors and finance organisations," said Mr Blackman. "Our decision to appoint Beyond Interactive was based on the strength and depth of their online advertising skills. We look forward to tailoring our digital marketing campaign to provide a truly unique, customer-centric Internet shopping experience."- ends -About Beyond InteractiveBeyond Interactive is a digital advertising agency specialising in using media to deliver valuable, measurable results for digital campaigns. A MediaCom company, Beyond Interactive combines leading-edge advertising technologies and methodologies with strategic thinking to deliver solutions that are the intersection of creativity and science. Beyond Interactive provides strategy, media, creative, ad serving, campaign optimisation, digital branding, consulting, and relationship marketing solutions, and has a global footprint that encompasses 21 countries.About PC AuctionPC Auction, based in Sydney, is an Australian owned company that provides a 100% unique and totally secure internet shopping experience. PC Auction is an authorised factory clearance house for major manufacturers and IT leasingcompanies, stocking a wide range of name brand PCs, Laptops & Office Equipment. All products come standard with warranty and are quality assured by certified engineers. PC Auction was founded in 1999 and is the worlds leading online information technology auction site.