



Logical Position Honored with Multiple Awards, including “Partner of the Year,” at the 2018 Global Bing Partner Awards

SEATTLE, Wash. — May X, 2018 — [Microsoft](#) has awarded national digital marketing agency, [Logical Position](#) (LP), with the “Partner of the Year” award for the Americas, as well as the “Channel Partnership of the Year” award for North America at the Global Bing Partner Awards. The awards honor individuals and organizations behind some of the most impactful, innovative and performance-driven work from [Bing Ads’ Partners](#) in North America, Europe and Asia-Pacific. Award winners were celebrated on May 2 at the Bing Partner Summit Opening Party and Awards Gala, in Seattle, WA.

As a [Bing Partner](#), LP is part of a select group of top-performing partners acting as trusted advisors to their growing customer base for search advertising opportunities with the Bing Network. This enables LP to enhance the expertise and service provided to clients through exclusive access to training, marketing and technology development.

“We are honored to receive multiple awards of this caliber, especially among such a high-producing, successful network of partners,” said Michael Weinhouse, Founder and co-CEO of LP. “By dedicating attention to the growth of our partnership and working alongside Bing to improve its products and features, we’ve ensured that our mutual short-term gains will turn into sustainable success in the long run.”

On a daily basis, LP works with Bing to test pilots, develop new initiatives, and monitor the growth of LP’s Bing accounts. By investing both in personnel dedicated to Bing and creating active engagement with Bing on pilots, LP has proven its dedication to enhancing the expertise and service provided to its clients. LP looks forward to expanding search advertising offerings with Bing Ads as the network continues to grow in the following ways:

- Bing fulfills over **20 billion global searches** monthly.
- In the US, the Bing Network accounts for **33.7% of search PC market share and nearly 1 in 5 searches across all devices**.
- Internationally, the Bing Network enjoys double-digit PC search share in more than a dozen markets, including the UK (25%), France (19%), Australia (12%), Germany (12%) and Canada (17%). (**comScore qSearch, Explicit Core Search (Custom), Sept 2017**)

“We are pleased to recognize Logical Position’s work with the “Partner of the Year” award for the Americas, as well as the “Channel Partnership of the Year” award for North America as part of our Bing Partner Awards,” said Steve Sirich, General Manager of Bing Ads. “These awards celebrate the successful, innovative and inspiring work from our global Bing Partner Program, and the results appreciated by our partners and their customers.”

For more information on the Americas “Partner of the Year,” the North America “Channel Partnership of the Year” and to see the complete list of winners, visit [here](#). For more details about the Bing Partner Program, please visit [here](#).

About Logical Position

[Logical Position](#) (LP) is a digital marketing agency offering pay-per-click (PPC) marketing, search engine optimization and website design. LP has won consistent accolades as an *Inc.* 500 company, a Premier Google Partner, a Bing Elite SMB Partner, a Fastest Growing Company (*Portland Business Journal*), a Top Workplace (*The Oregonian*), a 100 Best Company (*Oregon Business*) and #3 Best Workplace in the country (*Inc.*). Headquartered in Lake Oswego, Ore., LP runs additional offices in Denver, Chicago, Las Vegas, Austin and Charlotte.

For more information, please visit logicalposition.com and facebook.com/LogicalPosition.

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