

# Logical Position Receives Three Coveted Microsoft Awards, Shares Second Quarter Achievements

**PORTLAND, Ore. — JULY 9, 2019** — Oregon-based digital marketing agency Logical Position (LP) continues to be recognized in the digital marketing industry for its commitment to innovation and rocket-speed growth. Identified as an ethical organization by the Rotary Club of Portland, LP was recently named Microsoft Advertising's Global Channel Partner of the Year, Bing Innovation Partner of the Year and, for the second year in a row, Bing Channel Partner of the Year.

Following is an overview of highlights from the second quarter of 2019.

## Recent philanthropy efforts in Portland:

- Volunteer project benefiting Friends of Trees – Twenty-five employees took the day off from work to help the nonprofit with ivy removal to preserve a tree canopy. Friends of Trees inspires people to improve the natural world around them through a simple solution: planting trees.

## Recent awards and recognition:

- Microsoft Advertising Global Partner of the Year Award Winner, April 2019 – The Bing Channel Partner Awards celebrates the innovation, passion, and recent work of Microsoft Advertising's highly-valued partners that play a significant role in driving the advertising industry. The industry award highlights LP's commitment to innovation. Microsoft Advertising (formerly Bing Ads) also recognized LP as the Bing Innovation Partner of the Year and, for the second year in a row, Bing Channel Partner of the Year (North America).
- #27 in *Portland Business Journal's* 100 Fastest Growing Private Companies for 2019 – Recognizing companies who had immense growth in 2018. LP was also a *Portland Business Journal* Lighthouse Award Winner, which recognizes organizations that have been included on their Fastest Growing Private Companies list for five consecutive years. LP achieved a 149 percent growth from 2016-2018.
- Oregon Ethics in Business Awards Recipient, May 2019 – Honors organizations and individuals who have demonstrated ethical business practices in the workplace, marketplace, environment, and community.

## Recent events and partnerships:

- Presented at Oregon Marketing Summit – A conference for Oregon-based brands to come together and share ideas, solve problems, and make meaningful connections. Ryan Garrow, LP's director of partnerships and client solutions, was the keynote speaker.
- Teamed up with Amazon Pay – Through Amazon's consulting agency program, Amazon Pay and LP are poised to work together on initiatives that drive value for clients across web, mobile, and

voice commerce solutions. This collaboration makes LP a go-to expert on integrating Amazon Pay across channels, providing a valuable addition to their existing suite of client services.

- Co-hosted Pay Talks with Amazon Pay and BigCommerce – Held in Seattle, the one-day event highlighted how voice commerce is redefining the ideal customer experience. LP was part of a panel of high-growth brand executives that discussed strategies and challenges.
- Presented at EVOLVE 2019 – An eCommerce conference presented by Unilog, LP's director of partnerships and client solutions shared insight on how to compete and win against the deep pockets of "big box" stores in the paid search arena.
- Presented at Northwest Career Colleges Federation (NWCCF) 50th Anniversary Summit – Held in Seattle, NWCCF brings together vocational colleges from all over the Pacific Northwest. LP's business development executive presented on how to increase enrollment using Google Ads.
- Presented at 2019 IDEA World Convention – A global conference for fitness industry professionals and experts, LP's event marketing specialist discussed how fitness brands can amplify their digital marketing strategy.
- Hosted LPX Connect in San Diego – Presented in partnership with Google and Microsoft, the LP-hosted event is a one-day gathering for eCommerce thought leaders and executives.

A full list of LP's awards and recognitions can be found at [www.logicalposition.com/awards](http://www.logicalposition.com/awards).

## About Logical Position

Logical Position (LP) is a digital marketing agency offering paid search, shopping, and social advertising, search engine optimization, and website design. LP has won consistent accolades as an *Inc.* 500 company, a Microsoft Advertising Global Channel Partner of the Year, a Premier Google Partner Award Winner, 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, Charlotte, and Phoenix.

For more information, please visit [logicalposition.com](http://logicalposition.com), [instagram.com/logicalposition](https://www.instagram.com/logicalposition), and [facebook.com/logicalposition](https://www.facebook.com/logicalposition).

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