

Logical Position Wins Microsoft Advertising Global Partner of the Year Award

SEATTLE, Wash. — June 11, 2019 — Oregon-headquartered digital marketing agency Logical Position (LP) was recently named Microsoft Advertising’s Global Channel Partner of the Year at the 2019 Bing Channel Partner Awards. The impressive 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).

“We are proud to be a part of Microsoft’s evolution and look forward to the opportunities our partnership will provide for LP’s clients,” said LP’s Founder and Co-CEO Michael Weinhouse. “It’s humbling to work side-by-side with such an incredible organization, and we’re looking forward to deepening this relationship with Microsoft as we continue to grow.”

As a **Microsoft Advertising Elite Channel Partner**, LP is part of a small group of companies that are privy to technology development and exclusive Microsoft trainings. Last year, LP brought over 1,300 businesses to the Microsoft Ads platform and grew ad revenue by 28 percent year-over-year. LP also developed and integrated a pilot program into its customer relationship management (CRM) system called Bing Unlocked, which helped LP identify growth opportunities to drive better performance for its clients.

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. Microsoft Advertising has recognized the emergence of a new and critical skillset within advertising agencies in deploying search and a wide range of other digital marketing strategies to help businesses grow online.

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 and facebook.com/LogicalPosition.

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