

Ryte announces PIA blueSummit as latest partner in its Solution Partner Program

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MUNICH / May 4, 2021 – Ryte, the Munich-based leading website quality management solution provider, today announced the addition of PIA blueSummit as the latest digital agency partner to join its rapidly expanding Solution Partner Program.

The Ryte Solution Partner Program comprises a network of leading agencies, as well as consulting and technology companies. All members combine both strategic competence and executional capabilities related to the comprehensive use of the Ryte Suite to ensure the continuous quality of client websites.

The Solution Partner Program encompasses regular exchanges about the different challenges across industries, company sizes and roles. This ensures that both the partners' strategy and Ryte's product development reflect the needs of the market and can thereby be translated into an attractive offering. The partner program also includes deep involvement with partners around the development of additional features for sustainable website optimization.

PIA blueSummit is a 240-person strong digital marketing agency that combines media, data and technology to support its clients end-to-end - from strategy planning, data enablement (ad tech implementation and management), data management and analytics to the operationalization of highly personalized campaigns on leading platforms.

"We are always on the lookout for advanced technologies and with Ryte we have found the ideal solution partner in the area of search engine optimization -- with a focus on website analytics and on-page optimization. Whether it is the identification of content potential (Content Success), the preparation of search performance metrics (Search Success) or regular website quality measurements (Website Success), thanks to Ryte we benefit from a wealth of highly efficient features and innovative developments, which have become indispensable to our daily SEO consulting work and the creation of individual solutions and strategies. We look forward to a collaborative partnership and an on-going professional exchange with Ryte," said Sebastian Sommerer, founder and CEO of Blue Summit Media GmbH.

"With PIA blueSummit at our side, we have another strong partner who shares a passion for technology, automation, data, and creativity. By working together, we can create an

understanding of the importance of a user-centric -- but at the same time data-driven website -- on behalf of the customers. I am greatly looking forward to the partnership," said CEO Andreas Bruckschlögl.

About PIA blueSummit - Agency for Performance Marketing

As a pioneer in data-driven marketing, PIA blueSummit combines media, data and ad tech competence at the highest level. With interdisciplinary teams of experts, PIA blueSummit creates highly individual and scalable consumer experiences of relevance for customers. The agency supports B2B and B2C companies holistically from the right media strategy to ad tech implementation & management, data management & analysis to the operationalization of personalized campaigns on leading platforms such as Google, Amazon, Facebook & Co. As an advisor, initiator and doer, PIA blueSummit builds sustainable knowledge in organizations and leads its customers into a new phase of marketing step by step.

Founded in 2008, with over 240 employees in Munich, Hamburg and Berlin and well-known customers such as MediaMarkt, ARAG, Ernsting's family, PIA blueSummit is now one of the most renowned service providers in digital marketing.

Further information: bluesummit.de/en/

About Ryte

Ryte, an award-winning SaaS company with headquarters in Munich, Germany, is one of the fastest-growing technology companies in Europe. Ryte supports companies and agencies in sustainably optimizing their website quality and success in search engines with state-of-the-art software. More than 1 million users worldwide trust in the Ryte Suite. The Ryte Suite is made up of three tools to help users increase traffic and conversion rates of their websites: Website Success, Content Success and Search Success. The product portfolio also includes BotLogs, an innovative alternative to log file analysis, which enables SEOs to easily analyze bot traffic on their website in real-time.

Ryte currently has offices in Munich and Ho Chi Minh City with +100 employees. Globally active companies such as Allianz, Boehringer Ingelheim, Daimler, and Sixt rely on Ryte's technology and innovation to reach their website's full potential.

Further information is available here: ryte.com.

Ryte GmbH

Paul-Heyse-Str. 27
80336 Munich, Germany
www.ryte.com

Contact

Phone: +49-4161151-0
Fax: +49 89-4161151-19
eMail: info@ryte.com

Managing Director

Andreas Bruckschlögl

Bank details

IBAN: DE16 7025 0150 0022 9176 60
BIC: BYLADEM1KMS
Kreissparkasse München Starnberg Ebersberg

Tax & Legal

VAT-ID: DE284700490
District court: Munich
Register number: HRB 200042