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Thursday, January 25, 2007

[Newton marketing agency snares NetElixir as client](#)

[Mittcom](#) is partnering with [NetElixir](#) so its clients can improve the effectiveness of their pay-per-click search marketing campaigns.

Mittcom, a Newton marketing agency whose clients include Legal Sea Foods and Subaru of New England, said it is working with NetElixir.

With operations in Michigan and India, NetElixir specializes in search-engine marketing solutions.

"Click advertising is one of the fastest growing elements within the broad advertising world," Mittcom chief executive Bruce Mittman said in a statement. "We believe that our partnership with NetElixir will give our clients access to the best pay-per-click marketing technology and the ability to continually track and analyze results."

(By Chris Reidy, Globe staff)

Posted by Boston Globe Business Team at [08:54 AM](#)

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