



## **prAna Clothing Engages SmartClick Advertising**

*Boulder Online Advertising Agency signs new agreement with fast-growing outdoor lifestyle clothing company.*

BOULDER, Colo.—September 14, 2012— SmartClick Advertising is proud to announce the signing of an agreement to provide online marketing services for, Carlsbad, CA based- prAna Clothing. One of the fastest growing consumer lifestyle clothing brands in the U.S., prAna has established itself as a key player in the Climbing and Yoga clothing segments.

SmartClick will be putting their cutting edge skills and knowledge to work on a number of projects for prAna, initially Google paid search and Facebook Advertising. “We’re incredibly excited to help fuel the continued growth of one of our favorite brands, prAna,” says SmartClick managing partner, Glen Spencer, “The team at SmartClick eats, sleeps, and breathes the free-spirited lifestyle prAna Living embodies, and that can’t help but result in great work.”

Boulder-based, SmartClick is rapidly establishing itself as a small online marketing agency that delivers big results. After nearly doubling the online sales over the past 2 years for clients like Fresh Produce Clothing and Big Chill Fridge, SmartClick has signed a number of important new client engagements in 2012 including prAna, Blue Star Appliances, and Jett Mountain Bike Gear.

### **About SmartClick Advertising:**

SmartClick Advertising is an online marketing and social media agency based in Boulder, Colorado. National consumer brand clients include prAna Clothing, Big Chill Retro Appliances, Blue Star Appliances, Melt Organic Spread, Jett Mountain Bike Gear, and Rodizio Grill. SmartClick manages clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online business. Through their results orientation and creative approaches to Display Advertising, Paid Search, Facebook, Twitter, blogs, online PR, and Search Engine Optimization, clients are finding that hiring SmartClick Advertising is far less costly than building an in house marketing department.

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<http://smartclickad.com/>