

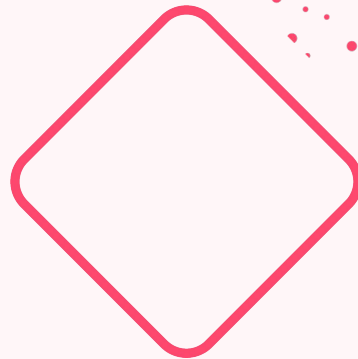


# Adsmurai

Paid Media starts here



2024  
**Media Kit**





# Index

**01**

About Adsmurai

**02**

What we offer

**03**

Adsmurai Services

**04**

Adsmurai Marketing Platform

**05**

Partnerships

**06**

Expertise & Case Studies



# About Adsmurai

Adsmurai, a technology company specializing in **strategy, optimization and measurement of digital marketing campaigns**, scales the real growth of brands, bringing together the best talent and innovative solutions.

Combining data, strategy and creativity, Adsmurai offers service and technology to develop and implement high value digital campaigns. As one of the only companies worldwide with **official partnerships with Facebook, Instagram, Google Premium, Pinterest and TikTok**, Adsmurai has established itself as a strategic ally of major brands in the retail-fashion, luxury, education, mobility and sports sectors, among others.

Headquartered in Barcelona and with four offices around the world, the company has managed to bring together more than 340 digital experts, creatives and developers since 2014.



# Top facts



## International company

Six offices worldwide: Barcelona, Madrid, Malaga, Bogota, Dubai and New York.



## +340 employees

Since 2014 we have brought together more than 340 digital experts, creatives and developers.



## +4 partnerships

One of the only companies worldwide to be an official partner of Meta, Google, Pinterest and TikTok.



## +25 integrations

We work with digital platforms: Shopify, Salesforce, VTEX, Bing, Criteo, etc.



# About Adsmurai

**Follow the sun service**

+340 employees spread across  
the different regions, covering all  
time zones and languages.



# The founders



**Marc Elena**  
Chief Executive Officer



**Otto Wüst**  
Chief Operating Officer



**Juan A. Robles**  
VP of Technical Partnerships

**2014**

- Marc Elena, Otto Wüst and Juan A. Robles founded Adsmurai
- We became one of the 10 companies that are part of the Facebook Accelerate Programme.

**2015**

- We got the first partnership: Facebook Marketing Partners

**2016**

- We won the YTAL award, as media agency, with Estrella Damm and its campaign "The little things".

**2018**

- We became Google Premium Partners

**2019**

- We entered the FT1000 ranking of the Financial Times for the first time and became one of the 1000 fastest growing companies in Europe.

**2020**

- Launching our own suite: Adsmurai Marketing Platform
- We won an Effie Award with Bancolombia and its campaign "The Power of Tranquility".
- We won the National Communication Prize of Catalonia

**2021**

- We became TikTok Marketing Partner
- We extend our offer with Creative Services

**2022**

- We achieved the Google Premier Partner badge
- We acquired Zinkdo as part of our growth and expansion plan.
- We continue to expand our services with Analytics & Attribution
- We open offices in New York and Dubai

**2023**

- We launch Creatives 2.0
- We extend our integrations with: Spotify, Apple Search Ads, Microsoft Ads, Criteo and Tabula
- Expanded our services with CRO and Marketing Mix Modelling
- Launched Partner program
- Renewed our slogan







# Value proposition

A "follow the sun" team that works to scale real growth for brands by bringing together the best talent and innovative solutions.



## 01

### Adsmurai Marketing Platform

Forming an expert product development team has been part of our essence from the beginning and our point of differentiation within the industry to create our own technology.



## 02

### +300 specialists

Since 2014 we have created a service made up of more than 300 specialists in account management, consultancy, creativity and technical solutions focused on achieving the best results for our clients' Paid Media campaigns.



## 03

### Official Partnerships

One of the only companies in the world with official partnerships with Meta, Google, Pinterest and TikTok.



# A full-funnel service to increase your brand's digital value



## Paid Media

Unlock new growth opportunities for your brand and achieve KPIs with a winning strategy, real-time optimisations and customised reporting.



## Creativity

We ensure that every message that reaches your audience is constructed and adapted in form and substance. Both visually and narratively.



## Consultancy and Strategy

Drive your business forward with strategies that work, from consulting services to strategic and technical audits.



## Organic

Boost your business communication through a content strategy, building a community for your brand and monitoring your digital presence.



## Data

Maximise your digital potential with end-to-end data services, from analytics and attribution to conversion optimisation and technical implementations.



# Get to know our pillars



## **Adsmurai Marketing Partners**

We maintain close relationships with leading digital platforms that allow us to stay one step ahead of the industry in terms of innovation and growth.



## **Adsmurai Marketing Platform**

With our technology, we make it easy for clients to plan, manage and control their Paid Media campaigns from one place.



## **Adsmurai 360° Services**

A complete service to scale digital strategies with a team of experts in design, planning, configuration and creativity of campaigns on all platforms.



Campaign Management  
Analytics and Integrations  
Measurement



Google Partner

PREMIER 2023



Feed Management



Creative  
Campaign Management



# Get to know our pillars



## **Adsmurai Marketing Partners**

We maintain close relationships with leading digital platforms that allow us to stay one step ahead of the industry in terms of innovation and growth.



## **Adsmurai Marketing Platform**

With our technology, we make it easy for clients to plan, manage and control their Paid Media campaigns from one place.



## **Adsmurai 360° Services**

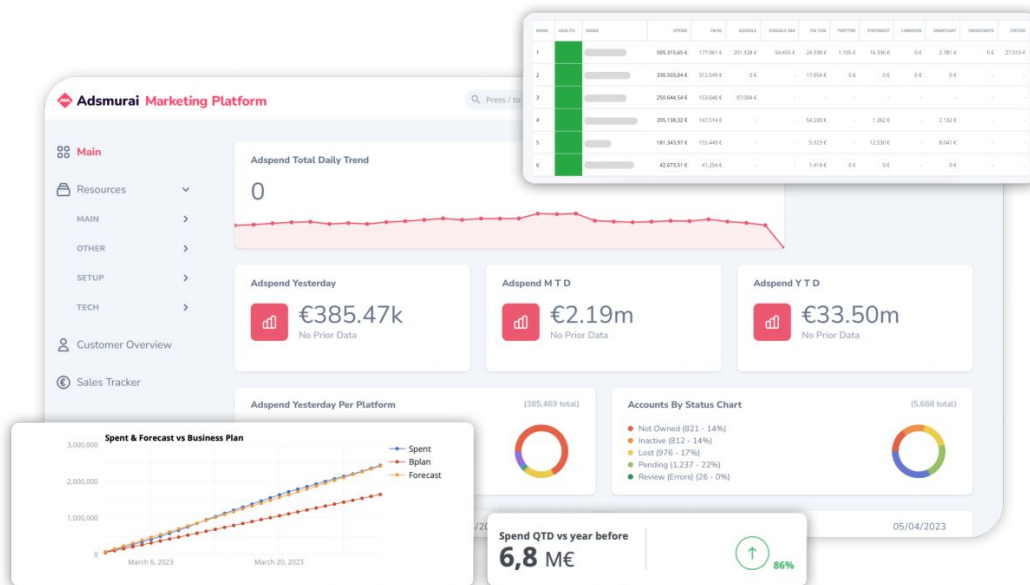
A complete service to scale digital strategies with a team of experts in design, planning, configuration and creativity of campaigns on all platforms.

# Reach your goals effectively with



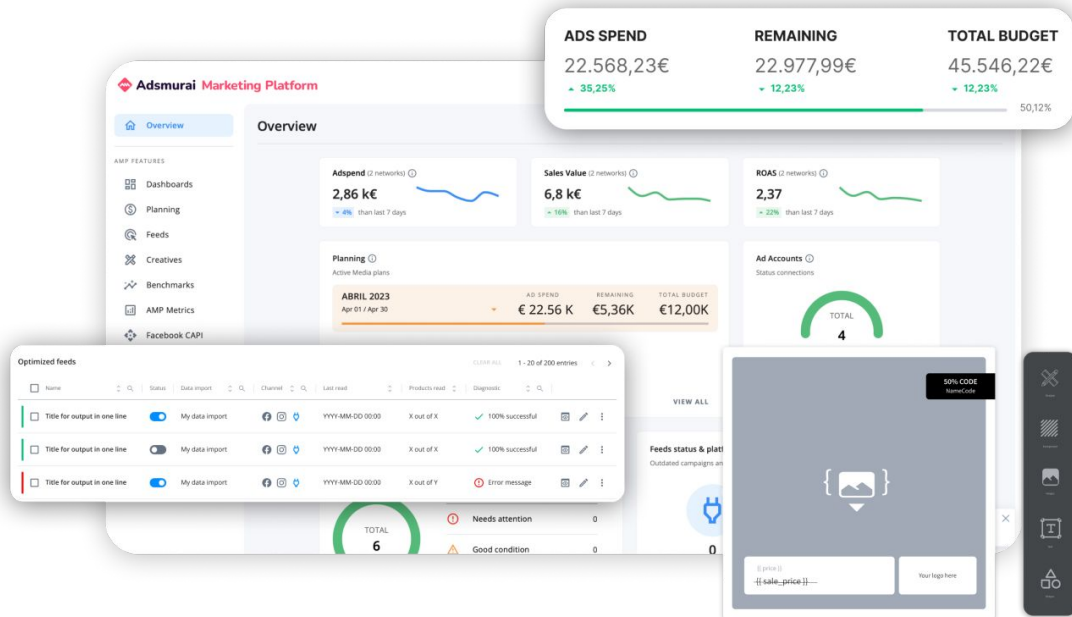
**Control operations, make better decisions and achieve your objectives more effectively**

Track and analyze all your marketing data in one place, providing a 360-degree view of your marketing campaigns.



# Control your digital strategy with

 **Adsmurai** Marketing Platform



## Easily plan, manage & monitor your Paid Media campaigns

Easily interpret the metrics and results of your campaigns, optimize your product catalog, design dynamic creatives and manage all your Paid Media campaigns from a single place.

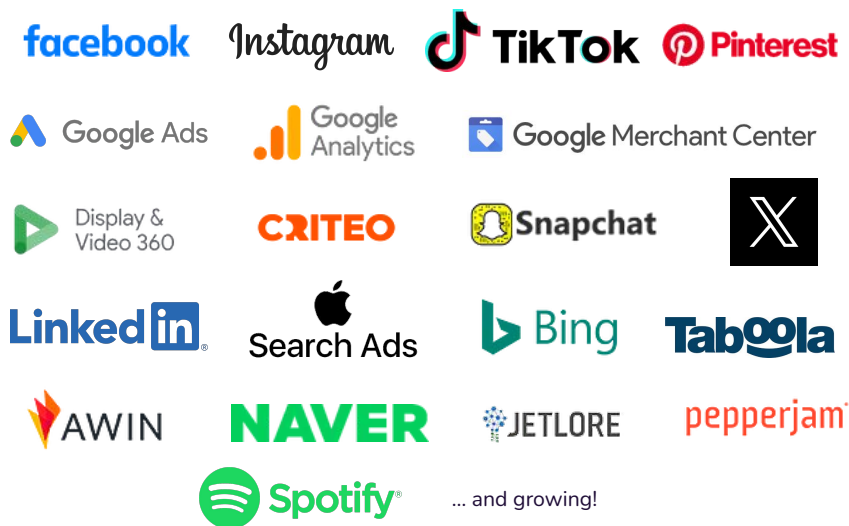
# Integrations

They enable marketers to evaluate their digital media advertising investments from a multichannel perspective and streamline the process of integrating client catalogs for creating product purchase campaigns across various channels.

## E-Commerce Platforms



## Channels







# Get to know our pillars



## **Adsmurai Marketing Partners**

We maintain close relationships with leading digital platforms that allow us to stay one step ahead of the industry in terms of innovation and growth.



## **Adsmurai Marketing Platform**

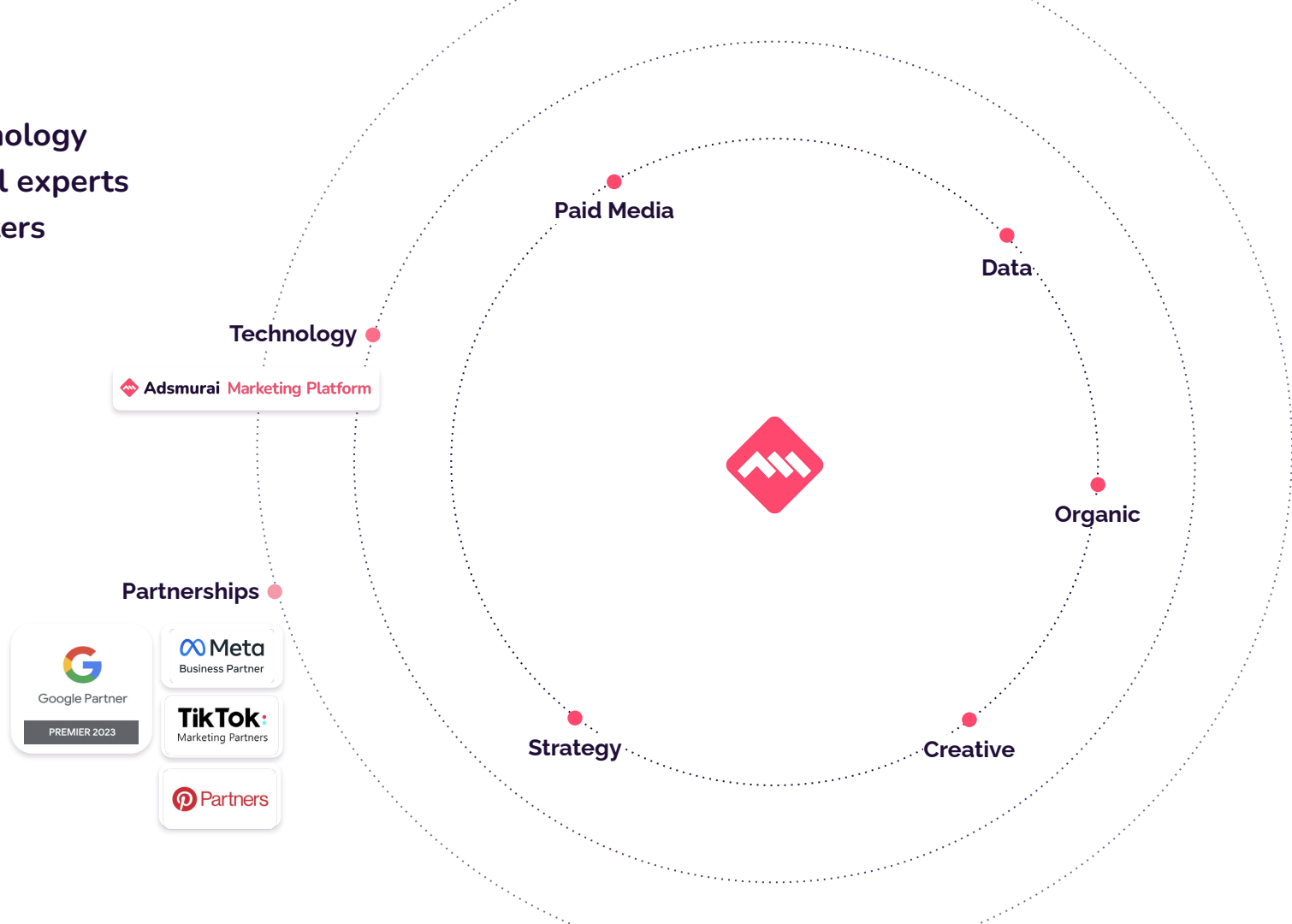
With our technology, we make it easy for clients to plan, manage and control their Paid Media campaigns from one place.



## **Adsmurai 360° Services**

A complete service to scale digital strategies with a team of experts in design, planning, configuration and creativity of campaigns on all platforms.

Service and technology  
inspired by digital experts  
for digital marketers





# Multi - expertise



## Education

Grupo Planeta, UOC, UAX, FP  
Claudio Galeno...



## Fashion

INDITEX, Mango, Desigual, Camper,  
TOUS, Parfois...



## CPG

Damm, Estrella Galicia,  
Freshis...



## Sports

FCB, MotoGP, Ligue 1, FIBA,  
Wilson...



## Travel

Palladium Hotels, Alsa, Barceló  
Hoteles, Cabify...



## Beauty

PUIG, Revlon, L'Óreal, ISDIN,  
Singuladerm...

# Happy clients

## “ FC Barcelona

Adsmurai and Google have become one of the cornerstones in achieving our paid media objectives. We have driven a winning strategy, thanks to which we have achieved exponential growth in the performance of our campaigns.

**Jorge Mendi**  
Paid Media Manager

## “ Massimo Dutti

The Adsmurai team has become an extension of our own team thanks to its strategic and tactical expertise, taking on challenges, adapting to the changes and dynamism of our company, and working with a focus on results.

**Marian Garriga,**  
Consumer Marketing Director

## “ Mango

With the launch of CAPSULE, Mango sought to capitalise on the Events moment in spring with a new, exclusive and high-quality collection. We managed to work on an innovative social media strategy that allowed us to exceed our goals.

Working with Adsmurai is synonymous with success!

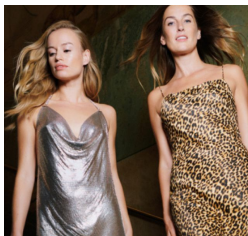
**Christophe Lephilbert**  
Director of Marketing & Growth

## “ Wallapop

Thanks to the Feeds tool, we have been able to increase conversions on Facebook and users can easily identify the brand with more relevant ads. Adsmurai has helped us every step of the way and we couldn't be more grateful.

**Patricia Galán,**  
Digital Marketing Specialist

# Casos de éxito



## Mango x Tik Tok

Introducing the new capsule by Camille Charrière



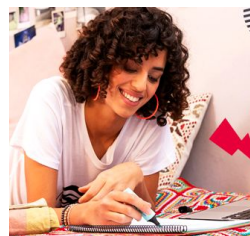
## UOC x Google

Generating leads with Performance Max campaigns



## Nina Ricci x Tik Tok

Promoting the launch of the new fragrance



## Sufi x Facebook

Getting more credits with dynamic ads



## Chiquilín x Tik Tok

Promoting the new look of the brand



## Desigual x Nathy Peluso

Apoyando el rebranding de Desigual



## Stradivarius

Increasing engagement on Pinterest



## Polo Club

Improving catalogue sales with Feeds



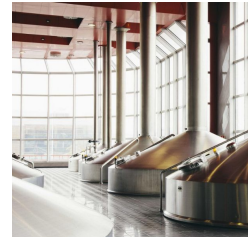
## Wallapop

Unifying the design of advertisements for different products



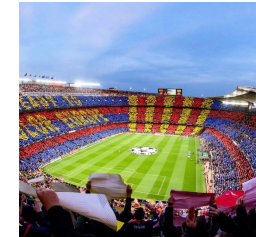
## Bancolombia

Bringing together new business in pandemics



## Damm

Increasing the visibility of the brand store



## FC Barcelona

Implementation AI to increase online sales

## Contact us

Marketing Team  
[marketing@adsmurai.com](mailto:marketing@adsmurai.com)  
[www.adsmurai.com](http://www.adsmurai.com)

