

# Adsmurai

## The Growth-Tech Partner

Transforming marketing into connected, measurable, and scalable growth.



# About Adsmurai

**Adsmurai is a Growth-Tech Partner that helps brands transform marketing into a connected, measurable, and scalable growth system.**

By combining proprietary technology, strategic intelligence, AI, data, and human expertise, the company connects decisions, investment, execution, and business results to drive more efficient and sustainable growth.

Through AMP, Kata, and its specialized solutions, Adsmurai supports brands in managing, optimizing, and measuring their marketing strategies, integrating capabilities in paid media, creativity, feeds, measurement, planning, reporting, automation, and growth-applied intelligence.

OUR MISSION & VISION

# Giving superpowers to marketers

Connecting intelligence, technology, and expertise to turn marketing into scalable growth.





# Top facts



Founded in 2014 in Barcelona.



More than 460 specialists.



Offices in Barcelona, Madrid, Bogotá, and Málaga.



More than 650 global brands.



Proprietary technology: Adsmurai Marketing Platform and Kata.



Partnerships with leading platforms such as Meta, Google, TikTok, Pinterest, Microsoft, Criteo, and Uber, among others.

# The founders



## MARC ELENA

Chief Executive Officer

CEO and co-founder of Adsmurai, Marc Elena has over 20 years of experience in digital marketing, advertising, and technology. Throughout his career, he has specialized in social media, e-commerce, and influencer marketing for global brands. In addition to leading the company, he is a frequent speaker and guest lecturer for programs and events related to digital marketing and innovation.



## OTTO WÜST

Chief Operating Officer

Otto Wüst, COO and co-founder of Adsmurai, has more than two decades of experience in technology, marketing, and entrepreneurship. He has played a key role in the company's operational scalability, driving processes, innovation, and efficiency. Before Adsmurai, he co-founded technology companies such as NPAW and Wuaki.tv (now Rakuten TV), and spent part of his career at Oracle.



## JUAN A. ROBLES

VP of Technical Partnerships

Juan A. Robles, Customer Engineer & Technical Partner and co-founder of Adsmurai, has more than 20 years of experience in technology and digital marketing. In his role, he drives strategic integrations between the Adsmurai Marketing Platform, technology partners, and new platforms. A computer engineer from the Polytechnic University of Catalonia, he began his career as a technical consultant at Oracle before co-founding Adsmurai.

# Key milestones

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- 2014
- Marc Elena, Otto Wüst, and Juan A. Robles found Adsmurai.
  - Selected as one of the 10 companies in the Facebook Accelerate program.
- 
- 2015
- Secured our first partnership: Facebook Marketing Partners.
- 
- 2016
- Won the YRAL Award with Estrella Damm and “Las pequeñas cosas”.
- 
- 2018
- Became Google Premier Partners.
- 
- 2019
- Entered the Financial Times FT1000 ranking as one of Europe’s 1,000 fastest-growing companies.
- 
- 2020
- Launched our own suite: Adsmurai Marketing Platform.
  - Won an Effie Award with Bancolombia and “El poder de la tranquilidad”.
  - Received the National Communication Award of Catalonia.
- 
- 2021
- Became a TikTok Marketing Partner.
  - Expanded our offering with Creative Services.
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## 2022

- Earned the Google Premier Partner badge.
- Acquired Zinkdo as part of our expansion plan.
- Added Analytics & Attribution services.

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## 2023

- Integrated new platforms: Spotify, Apple Search Ads, Microsoft Ads, Criteo, and Taboola.
- Added CRO and Marketing Mix Modeling to our offering.
- Launched the AMP Partner Program.

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## 2024

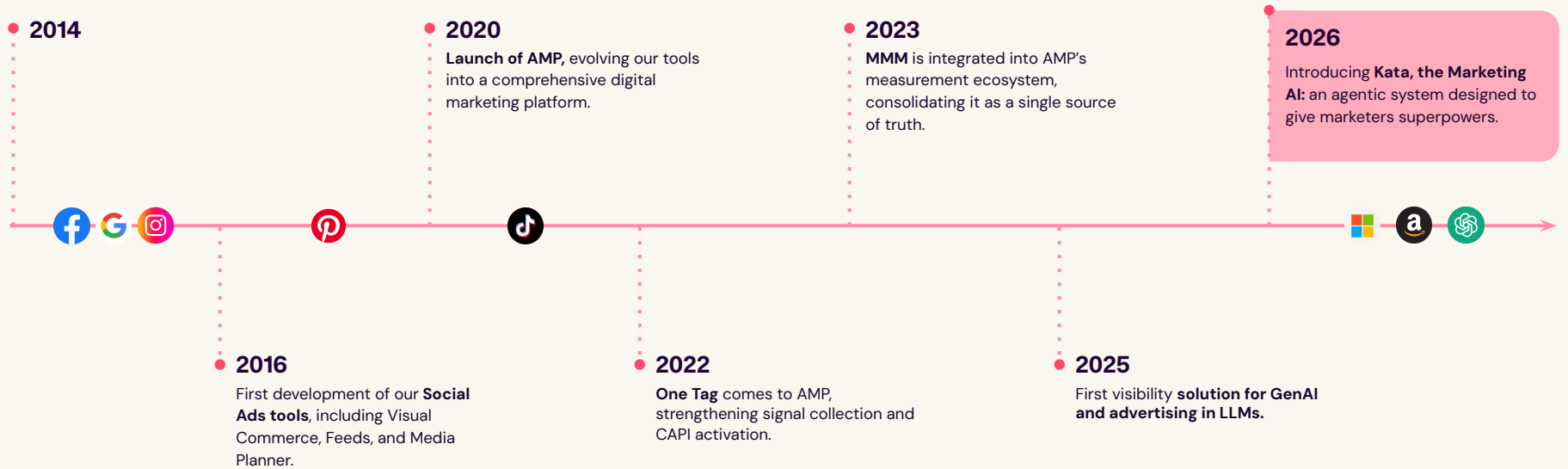
- Won the Google Agency Excellence Awards as Online Sales Agency of the Year in Europe.
- Won Gold at the Google Marketing Partners Awards in the Analytics & Privacy category.
- Acquired Clever Ads, experts in Google and Microsoft Ads, strengthening our growth.
- Launched Brand Tracker GPT to monitor brand visibility in AI-generated responses.

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## 2025

- Won with Unilever at the TikTok Ads Awards LATAM.
  - Recognized by Deloitte Technology Fast 50 as one of Spain’s fastest-growing tech companies.
  - Landed in the United Kingdom with Tim Woollias as Country Manager.
-

# Growth driven by innovation




More than a decade of close collaboration with industry leaders.

Desigual.

MANGO

 Planeta

 PUIG



TOUS

idealista



Holafly





PARFOIS



**ADSMURAI,  
THE GROWTH-TECH  
PARTNER**

# We are the Growth-Tech Partner

## AGENCIES



**Performance-driven**  
Agencies — Campaign performance

## MAR-TECH



**Stack-driven**  
Manages data infrastructure.

## AD-TECH



**Tool-driven**  
Optimizes media transactions.

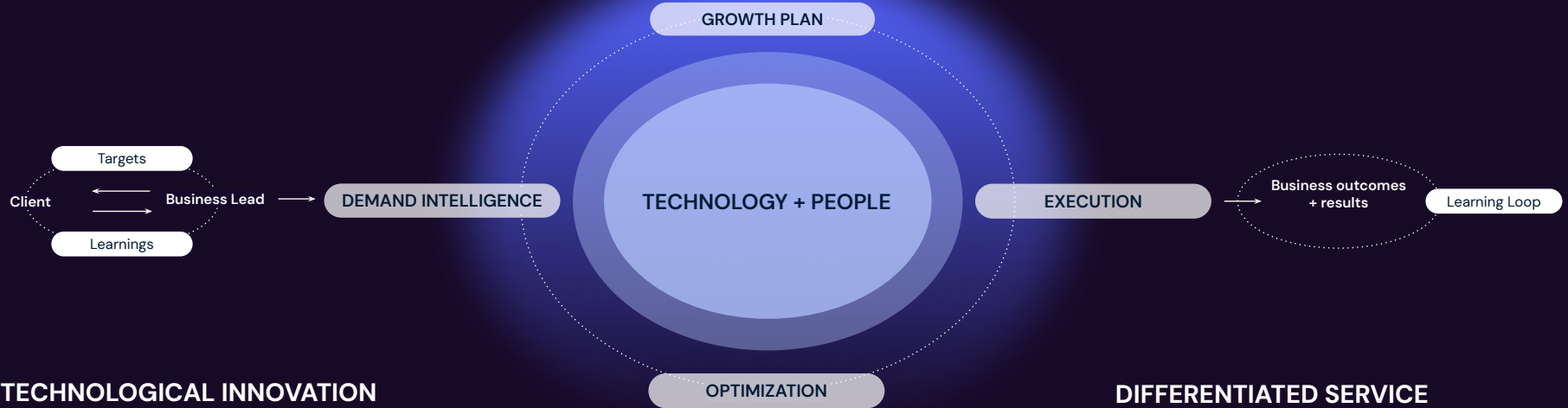
## GROWTH-TECH

The intelligence engine that turns marketing into scalable growth.



# The formula for driving growth

We combine intelligence, technology, and experts to transform marketing into a growth engine.

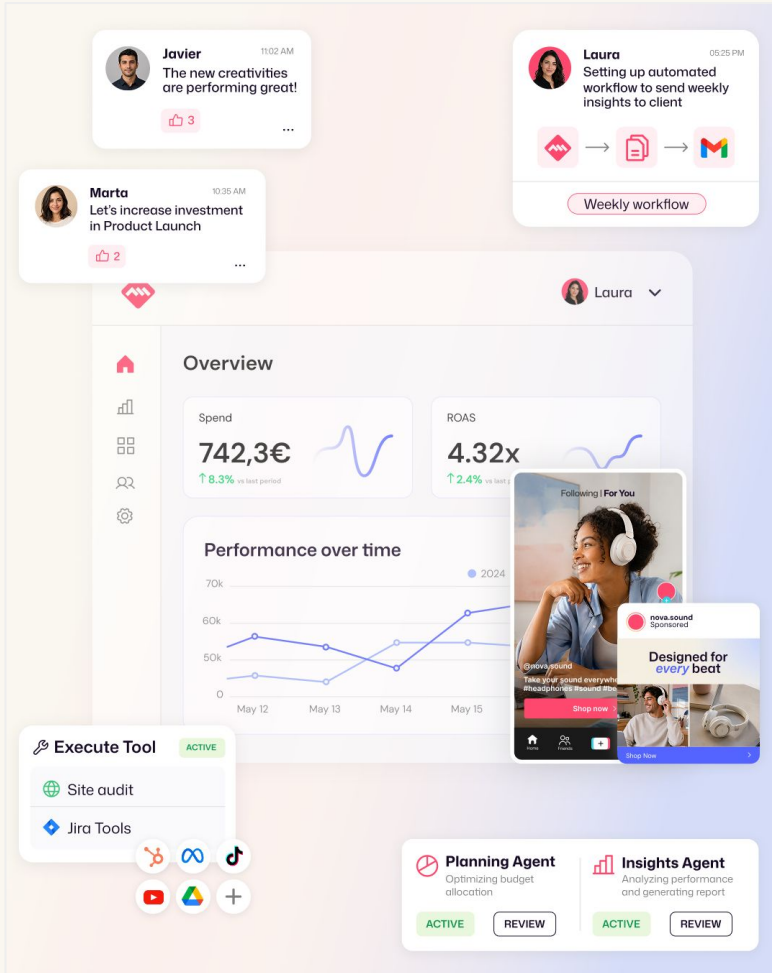


## TECHNOLOGICAL INNOVATION

- Proprietary technology
- Platform-connected innovation
- Interoperable and agnostic architecture
- Data security, privacy, and ownership

## DIFFERENTIATED SERVICE

- Operational and performance transparency
- Alignment with business objectives
- True collaboration and shared accountability
- Solutions tailored to specific marketing challenges



# Kata, the Marketing AI

## FROM INTELLIGENCE TO EXECUTION

An agentic system equipped with specialized tools to solve business challenges from marketing. Kata is a vertical and specialist AI that, unlike generalist AIs or chatbots, is built around the context and specific functionalities of marketing, as well as real operational connectivity.

Thanks to Kata, teams move from requesting isolated tasks to defining specific objectives for the system to understand context, prepare deliverables, propose actions, and execute processes under supervision.

CONNECTED TO BUSINESS

VERTICAL AND SPECIALIZED

AGENTS & WORKFLOWS

INTELLIGENCE + OPERATIONS

PRIVATE, SECURE, AND READY FOR COMPLEXITY

# End-to-end solutions

Media Kit

 Adsmurai

Integrated capabilities across strategy, technology, data, creativity, and activation, powered by AI and expert teams.



## STRATEGY

Defines business priorities, marketing direction, and measurable growth.



## PLANNING & CONTROL

Plans budgets, forecasts results, and optimizes performance.



## CATALOG MANAGEMENT

Manages, enriches, and scales product content across all channels.



## DATA

Builds reliable databases to make better business decisions.



## OMNICHANNEL ACTIVATION

Activates campaigns across all channels with a unified strategy.



## CREATIVITY

Creates consistent, scalable assets that drive performance.



## AI VISIBILITY

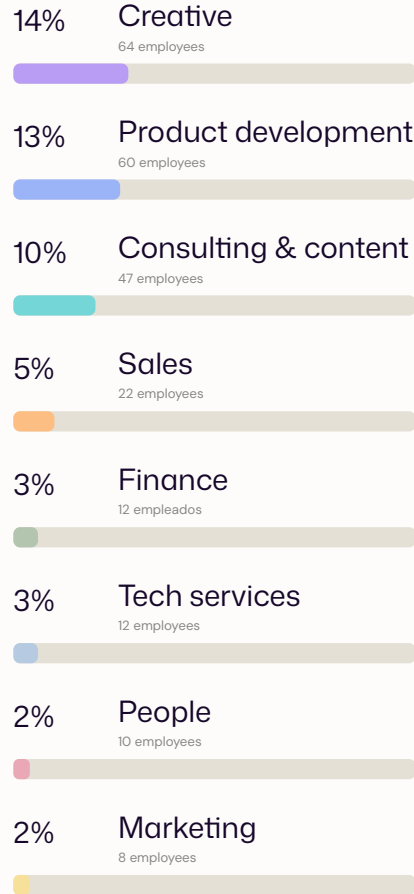
Increases brand visibility in AI search engines and generative platforms.



# 49%

## SERVICE

The largest group of specialists, focused on activation, optimization, and day-to-day growth execution.



# Technology built by experts.

EXPERT-LED GROWTH.

## 460+

specialists working as one connected growth system.

BARCELONA

245

MADRID

96

BOGOTÁ

96

MÁLAGA

23

# More than media partners, tech partners.

We work with the world's leading platforms, not only as media partners, but as technology partners.

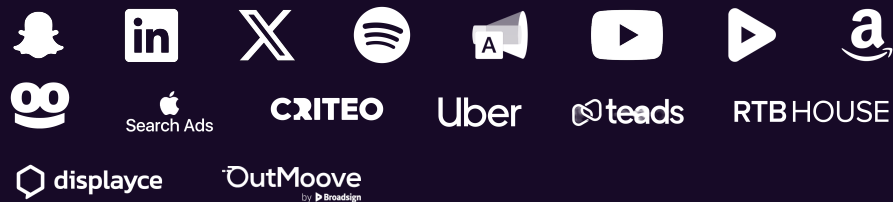
Media Kit

 Adsmurai

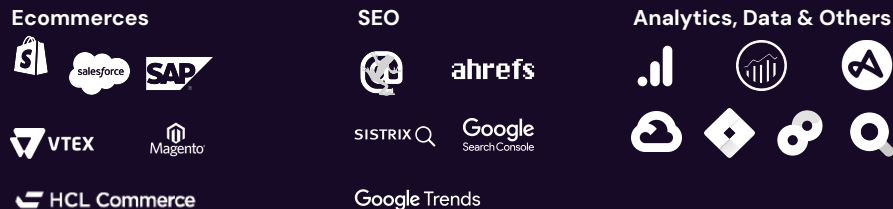
## FULL STACK PARTNERS



## MEDIA PARTNERS



## TECH PARTNERS

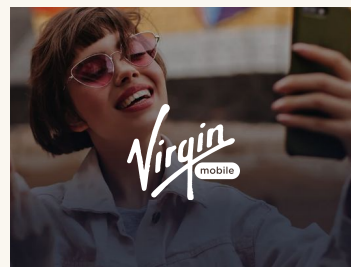
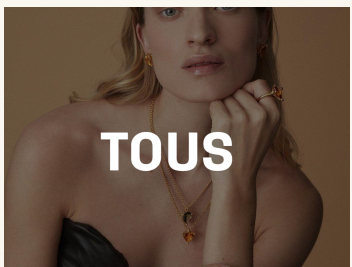
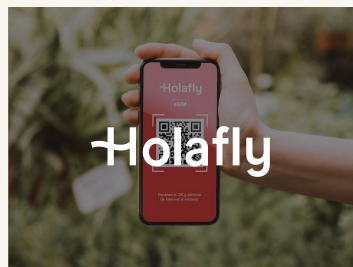
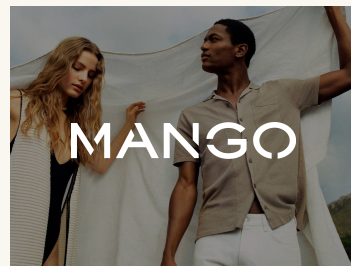
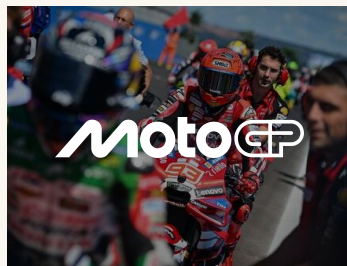
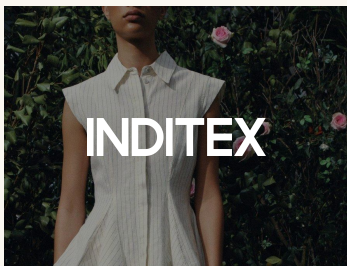
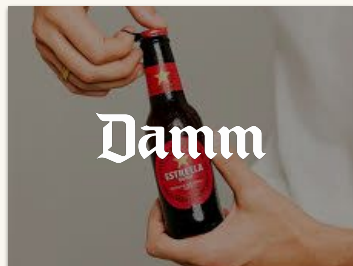


# +300 brands

Media Kit

 Adsmurai

Specialists in unlocking growth for brands globally.



# Happy clients

## Massimo Dutti



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

**Marian Garriga,**  
Consumer Marketing Director

## 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 supported us at all times, and we couldn't be more grateful.*

**Patricia Galán,**  
Digital Marketing Specialist

## FC Barcelona



*Adsmurai and Google have become one of the key pillars in helping us achieve our paid media goals. 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

## Mango



*With the launch of CAPSULE, Mango aimed to capitalize on the spring event season with a new, exclusive, high-quality collection. We managed to work on an innovative social media strategy that allowed us to exceed our goals. Working with Adsmurai means success.*

**Maria Benedicti Juvé**  
Advertising Department

# Our clients' growth is our growth too

## +34%

CAGR, with +25% coming from organic portfolio growth, in a market growing between 3% and 5%.



# Our awards



2024  
**ONLINE SALES**



2024  
**ANALYTICS & PRIVACY**



2025  
**BEST PROGRAMMATIC DOOH CAMPAIGN**



2025  
**MODERN MEASUREMENT**



2025  
**GREATEST IMPACT**



2025  
**DEMAND GEN & SHORTS MASTER**

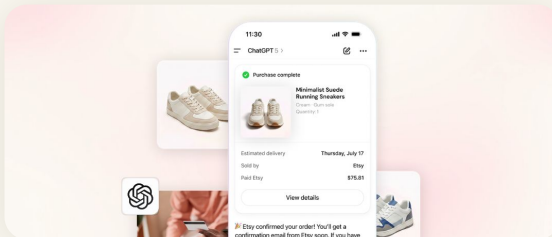


# Latest news



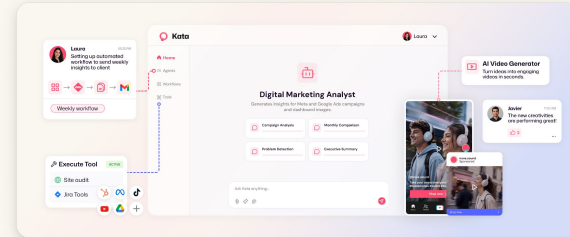
We expand our Growth-Tech model to offline activations and brand experiences

[+ Programmatic Spain](#)



We activate the first OpenAI campaigns and prepare brands for the new era of AI advertising

[+ Marketing Directo](#)



We introduce Kata, our Marketing AI designed to connect intelligence, operations, and growth.

[+ Anuncios.com](#)



TikTok Shop recognizes us as a Marketing Partner, strengthening our role in the new Social Commerce landscape.

[+ El Emprendedor](#)



Deloitte includes us for the second consecutive year in the Technology Fast 50, among the fastest-growing tech companies in Spain

[+ IPMARK](#)



Microsoft Advertising recognizes us as an Elite Partner, consolidating our collaboration with one of the market's leading platforms.

[+ Marketing Insider Review](#)

# Our values



## PASSIONATE PLAYERS

We work with a positive attitude and bring passion to everything we do. We are persistent and proud of our work.



## WALK, RUN, FLY

We are proactive in executing ideas. We set ambitious goals, stay curious, and are not afraid of failure.



## MAKE THINGS HAPPEN

We apply reason to decision-making based on data. We manage projects from start to finish and stay results-oriented.



## WORK TOGETHER

We build trust-based relationships grounded in honesty. We listen, empathize, and respect people.

# Excom & Top Management Team



**MARC ELENA**  
Chief Executive Officer



**OTTO WÜST**  
Chief Operations Officer



**JAUME PUIG**  
Chief Finance Officer



**ALBA ROIG**  
Chief Client Officer



**NATALIA BULYSHCHENKO**  
Global Client Services Director



**ISMAEL BLÁZQUEZ**  
Partnerships Director



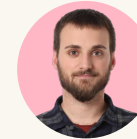
**MARÍA GÓMEZ**  
Head of People



**JUANMA MINGOT**  
VP of Engineering



**ORIO SOLÉ**  
Head of Product



**FERRAN OLLÉ**  
Head of Agile



**VÍCTOR PUIG**  
VP of Sales



**PABLO SABÁ**  
Chief Growth Officer



**JESÚS GONZÁLEZ**  
VP Growth & Client Strategy



**FERNANDA SALINAS**  
Latam Client Service Director



**POL GOMÁ**  
Head of Growth Strategy



**PAULA MORENO**  
Head of Marketing



**DESIREE DE PALMA**  
Head of Social



**NÚRIA PALOMARES**  
Consulting & Creative & Content Director



**TANIA LARA**  
Barcelona Client Service Director



**XAVIER SALA**  
Operations Director



**JUAN ROBLES**  
Custom Engineer & Technical Partnership



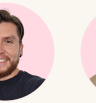
**GIAN ARENA**  
Head of Display & Native Ads



**LUIS CARRILLO**  
Partnerships Director



**SEBASTIAN GONZALEZ**  
Colombia Country Manager



**ANA RODRIGUEZ**  
Head of Data & Analytics



**DANIEL FERNÁNDEZ**  
Madrid Client Service Director



**ALBA MILLÁN**  
Head of Customer Success

# Contact us

Marketing Team

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