



# Adsmurai

Paid Media starts here



# Index

01

About Adsmurai

02

What we offer

03

Adsmurai Services

04

Adsmurai Marketing Platform

05

Partnerships

06

Expertise & Case studies



# About Adsmurai

We are a technology company specialized in **strategy, optimization and automation of digital marketing campaigns**. We scale the real growth of brands, bringing together the best talent and innovative solutions.

Born with the vision of generating a positive impact on people through better advertising, we have become **one of the only companies worldwide with official partnerships with Facebook, Instagram, Google Premium, Pinterest and TikTok** (in addition to its collaboration with LinkedIn, Snapchat and Twitter).



# Top facts



## International company

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



## +300 employees

Since 2014 we have brought together more than 200 digital experts, creatives and developers.



## +4 partnerships

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



## +20 integrations

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



# About nosotros

Follow the sun service

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



# The founders



**Marc Elena**  
Chief Executive Officer



**Otto Wüst**  
Chief Operating Officer

## 01 About Adsmurai

**2014**

- Marc Elena, Otto Wüst y 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
- For the second consecutive year we are part of FT1000
- 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

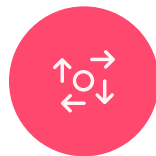
**2022**

- 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



# Value proposition

Get to know our pillars



## Adsmurai 360° Services

A full-funnel service to scale our clients' digital strategies with an expert team in design, planning, configuration and creativity of campaigns on all platforms.



## Adsmurai Marketing Platform

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



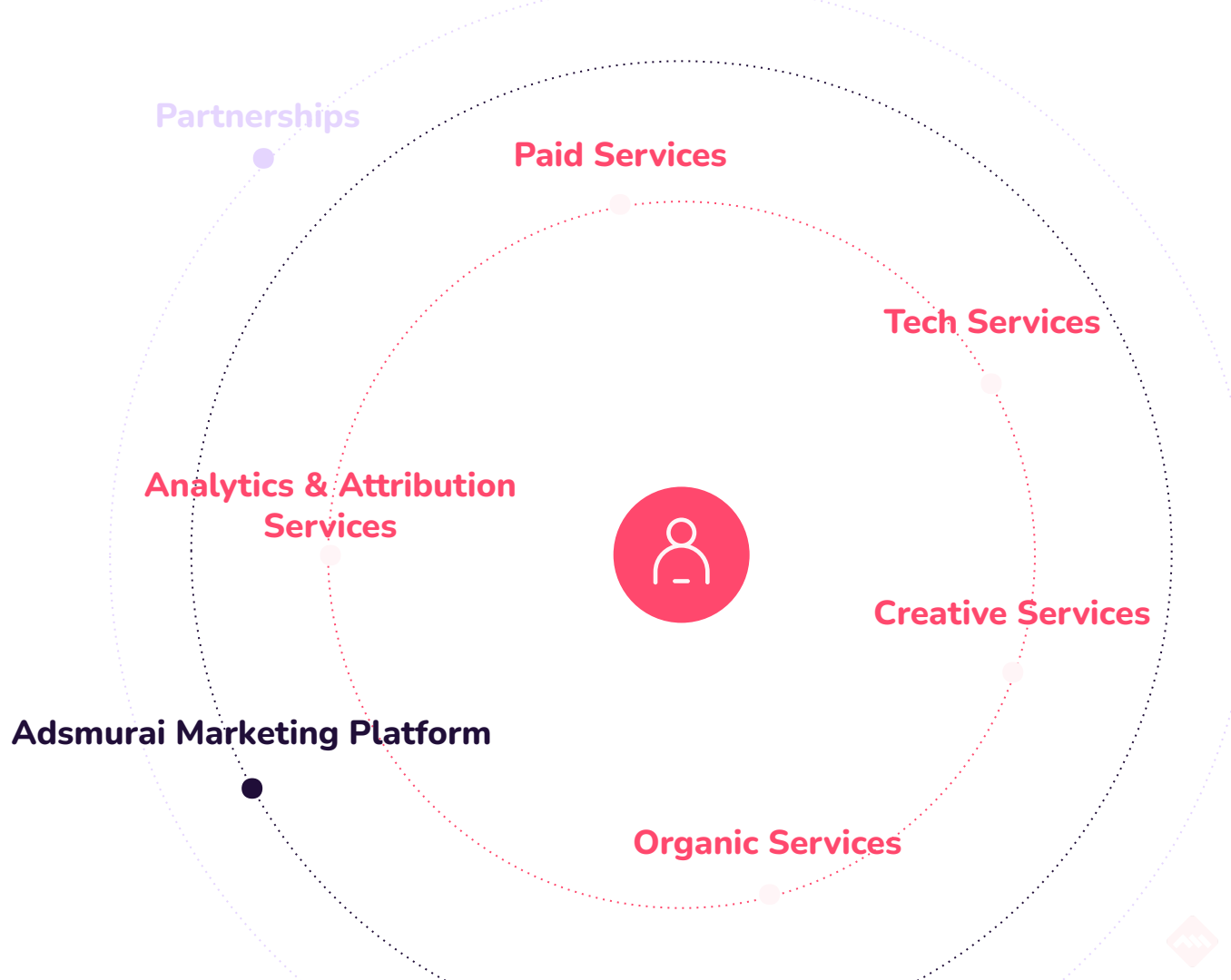
## Adsmurai Marketing Partners

We maintain close relationships with leading digital platforms that allow us to stay one step ahead of the industry from a point of view of innovation and growth.



## 02 What we offer Value proposition

Service and technology  
inspired by digital experts  
for digital marketers.



# Adsmurai Services



## Full-funnel service

How do we unlock digital growth for brands?



## Paid Services

We boost the performance of Paid Media campaigns with Social Ads, SEM and Programmatic.



## Tech Services

We overcome technical barriers: sending signals, automations and other challenges.



## Creative Services

We boost messages with high-impact creative pieces adapted to each brand.



## Organic Services

We boost brands' digital communication: content, community management and reputation.

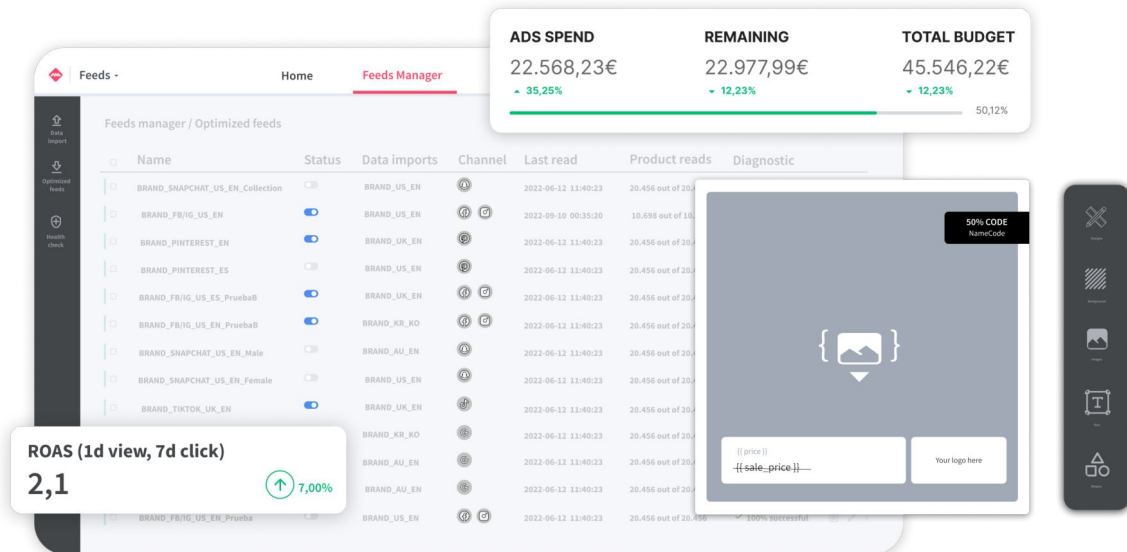


## A&A Services

We help to measure correctly, leveraging campaign data: analytics, attribution and CRO.



# About



**All your Paid Media in  
a single place**

A digital marketing platform developed by Adsmurai that allows you to plan, create and measure Paid Media strategies easily across all digital platforms.

It has integrations with most marketplaces and advertising platforms such as Google, Facebook, Instagram, Pinterest, TikTok, VK, Snapchat, Bing and more.



# End-to-end Solution

**It is a cycle.** With a greater volume of data that increases the efficiency and effectiveness of future strategies.



## Plan

Design the media plan: budget allocation and planning of campaigns based on objectives.



## Execute

Turn any digital product catalogue into dynamic, scalable ads tailored to your brand.



## Report

Monitor your campaigns and track them in real time. Pivot the data obtained based on business lines, country, target, platform, etc.



# Partnerships

Always looking forward to making the list bigger! Based on the needs of our customers all over the world.

## Partners Oficiales

 **Meta**  
Business Partner

**TikTok:**  
Marketing Partners

 **Partners**

  
Google Partner

PREMIER 2022

## Good friends



## Integrations

pepperjam



# Multi - expertise



## Education

Grupo Planeta, UOC,  
ESDEN, eMagister...



## Fashion

INDITEX, Mango,  
Desigual, Camper,  
TOUS, SikSilk...



## CPG

Damm, Estrella Galicia,  
Adam Foods, Lidl...



## Sports

FCB, MotoGP, Ligue 1,  
FIBA, NBA...



## Travel

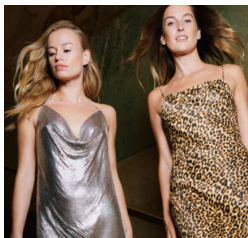
Palladium Hotels, Alsa,  
Barceló Hoteles...



## Beauty

PUIG, Revlon...

Discover our case studies 



### Mango x Tik Tok

Introducing the new capsule by Camille Charrière



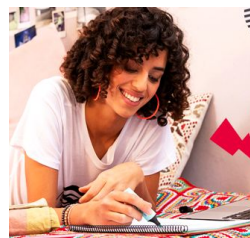
### UOC x Google

Generating leads with Performance Max campaigns



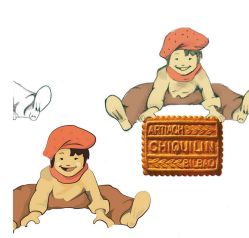
### Nina Ricci x Tik Tok

Promoting the launch of the new fragrance



### Sufi x Facebook

Consiguiendo más créditos con anuncios dinámicos



### Chiquilín x Tik Tok

Getting more credits with dynamic ads



### UOC x YouTube

Connecting with potential students



### Stradivarius

Increasing engagement on Pinterest



### Polo Club

Improving catalogue sales with Feeds



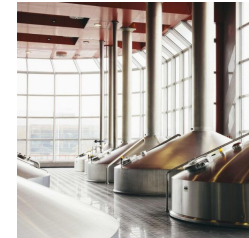
### Wallapop

Unifying the design of advertisements for different products



### Bancolombia

Bringing together new business in pandemics



### Damm

Increasing the visibility of the brand store



### Mediamarkt

Impacting the user with specific products

# Happy clients

## “ UOC

Thanks to Feeds we have been able to automate our ads, allowing us to scale our campaigns without losing quality. The workflow with Adsmurai is excellent, in fact it's as if we were part of the same company. We are a solid team.

**M. Jesús Alonso,**  
Head of Social Media Campaigns

## “ 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

## “ Ligue 1

We started working with Adsmurai in early 2021 and they have been instrumental in optimising our Paid Media campaigns. Our cost per fan has decreased, we have grown our fan base and engagement dramatically.

**David Labrune,**  
Head of International Rights

## “ 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



## Contact us

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

