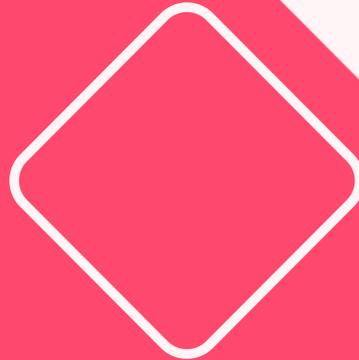




Adsmurai

Paid Media starts here



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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.



+4 partnerships

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



+300 employees

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



+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 YTAG award, as media agency, with Estrella Damm and its campaign "The little things".

2018

- We became Google Premier 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.



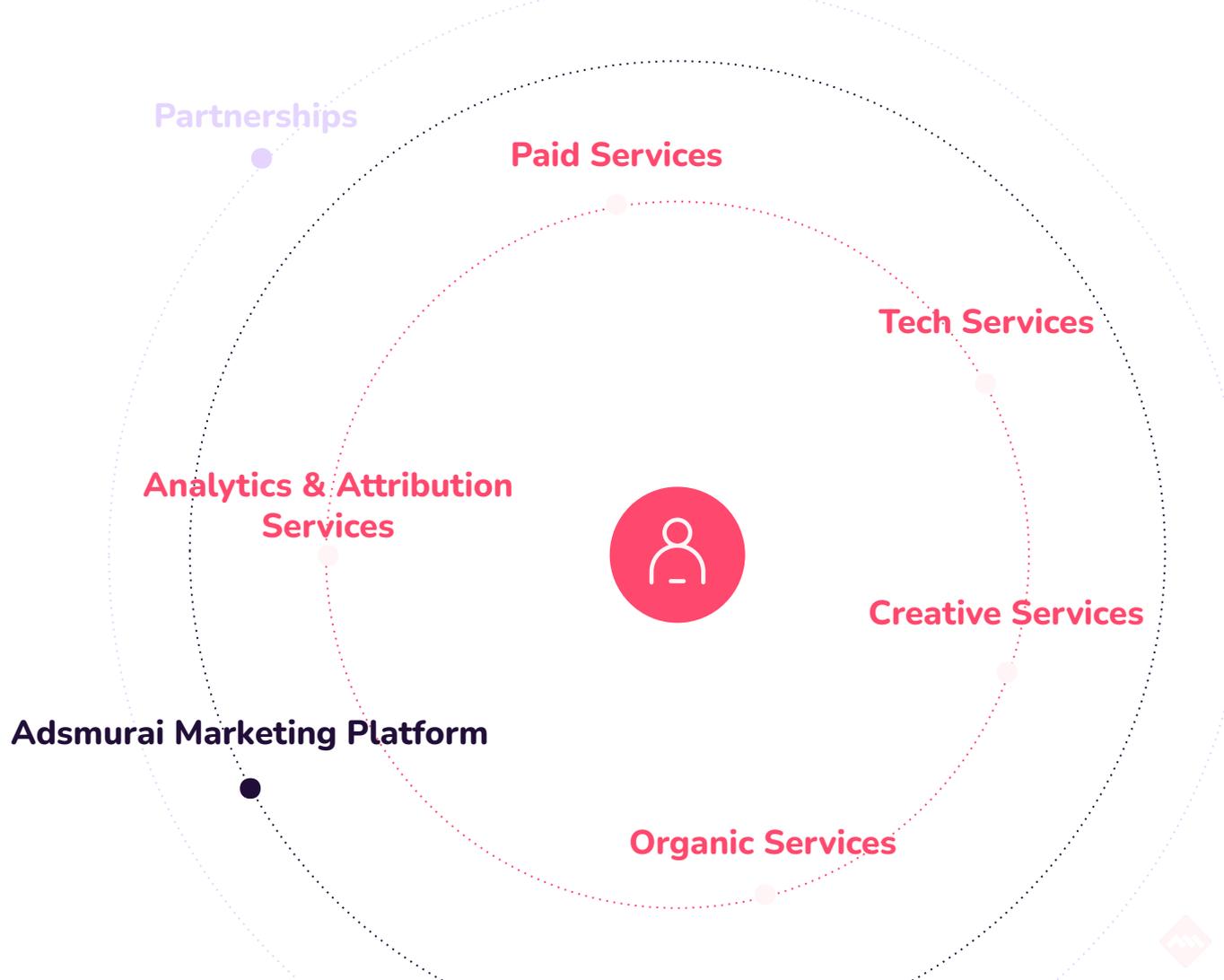
Adsmurai Marketing Partners

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



The screenshot displays the Adsmurai Marketing Platform interface. At the top, there are three summary cards: **ADS SPEND** (22.568,23€ with a 35,25% increase), **REMAINING** (22.977,99€ with a 12,23% decrease), and **TOTAL BUDGET** (45.546,22€ with a 12,23% decrease). Below these is a table titled "Feeds manager / Optimized feeds" with columns for Name, Status, Data imports, Channel, Last read, Product reads, and Diagnostic. A sidebar on the left includes "Data import", "Optimized feeds", and "Health check". A bottom-left overlay shows **ROAS (1d view, 7d click)** as 2,1 with a 7,00% increase. A mobile device mockup on the right shows a product card with a "50% CODE" badge and a "Your logo here" placeholder.

Name	Status	Data imports	Channel	Last read	Product reads	Diagnostic
BRAND_SNAPCHAT_US_EN_Collection	🔴	BRAND_US_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_FB/IG_US_EN	🟢	BRAND_US_EN	📱	2022-09-10 00:35:20	16.698 out of 10.000	
BRAND_PINTEREST_EN	🟢	BRAND_UK_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_PINTEREST_ES	🔴	BRAND_US_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_FB/IG_US_ES_PruebaB	🟢	BRAND_UK_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_FB/IG_US_EN_PruebaB	🟢	BRAND_KR_KO	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_SNAPCHAT_US_EN_Male	🔴	BRAND_AU_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_SNAPCHAT_US_EN_Female	🔴	BRAND_US_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_SNAPCHAT_US_EN_PruebaB	🟢	BRAND_UK_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_TIKTOK_UK_EN	🟢	BRAND_UK_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	
BRAND_FB/IG_US_EN_PruebaA	🟢	BRAND_UK_EN	📱	2022-06-12 11:40:23	20.456 out of 20.456	100% successful

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



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



Chiquilin 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



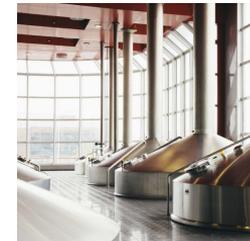
Wallpop

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

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