



Press Kit Semmántica

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Company profile (in short)

Semmántica is an agency specialising in Advertising (SEM) and Digital Analytics.

They manage campaigns on Google Ads, social media platforms, programmatic advertising and other forms of digital advertising. They also specialise in digital analytics: from data analysis and CRO to visualisation and reporting.

Semmántica has been a Google Partner Premier since 2016, the highest certification that Google gives to its partner agencies. Additionally, it belongs to the exclusive group of Google Partners International Growth Program agencies selected worldwide. It is also recognised as a Meta Business Partner and a silver level TikTok Strategic Partner.

Furthermore, Semmántica has become the first agency in Spain to obtain certification as an official Matomo Analytics implementation partner and one of the few worldwide.

Clients such as Desigual, Mayoral, Codorníu, University of Deusto or Barcelona City Council are in its portfolio. Since its beginnings, this digital marketing agency has not stopped expanding and currently employs more than 30 specialists located throughout Spain, with offices in Zaragoza, Madrid and Barcelona.



Company profile (extended version)

Semmántica is an agency specialising in Advertising (SEM) and Digital Analytics.

They manage campaigns on Google Ads, social media platforms, programmatic advertising and other forms of digital advertising. They are also an agency specialising in digital analytics, standing out for their reporting and data visualisation capacity and their data analysis that drives decision-making.

Company evolution

In 2008, two young entrepreneurs, Natalia Sampériz and Jesús Barón, launched Google Ads campaigns after achieving first place in Spain and becoming EMEA finalists in the first edition of the Google Marketing Online Challenge. Two visionaries who knew that the world of digital advertising was going to undergo a real revolution.

From then on, the company grew every year until 2012, a key moment in its evolution. Semmántica became part of the technological group hiberus with the aim of consolidating the marketing and digital business area. Currently, hiberus is made up of more than 3,000 professionals and had a turnover of 180 million euros in 2023. Semmántica is the advertising and digital analytics arm of hiberus and together they undertake ambitious projects for national and international clients.

Partnerships and certifications

Google and Meta occupy the top two positions worldwide as digital advertising and analytics tools and Semmántica is an internationally recognised partner of both.

Semmántica has been a Google Premier Partner since 2016. The Premier Partner badge is the highest certification awarded by Google to its partner agencies. The requirements in terms of managed investment, account performance and official individual certifications of your employees are demanding and are reviewed every year. Both Google Ads and Google Analytics and Google Cloud certificates.

Additionally, Semmántica belongs to the exclusive group of Google Partners International Growth Program agencies selected worldwide. Its objective is to support the agency in the international expansion of its clients.

It is certified by Meta Business Partner. It not only has access to its professional campaign management tool, but also enjoys continuous advice from the professional support of Facebook and Instagram. These benefits are only available to a limited number of agencies.



It also has the recognition of being TikTok Strategic Partner silver level, 2023 was the first agency in Spain to be able to test the Beta TikTok Video Ads.

In addition, Semmántica has become the first agency in Spain to obtain certification as an official Matomo Analytics implementation partner and one of the few worldwide. Matomo is the measurement tool chosen by the European Commission, among others, thanks to its firm commitment to data privacy.

Finalists Google Agency Excellence Awards EMEA

Semmántica has been nominated for three consecutive years (2022, 2023 and 2024) as one of the finalists in the Google Agency Excellence Awards EMEA in the International Growth category across EMEA for its work for Fútbol Emotion in 2022, Mayoral in 2023 and Desigual in 2024.

The company is thus among the leading agencies in international expansion campaign strategies, a category for which more than 80 success stories from EMEA (Europe, Middle East and Africa) were submitted in 2022.

Client portfolio

Its clients include large B2B and B2C brands from different sectors: Desigual, Mayoral, Codorníu, Suavinex and Aramón. He also carries out projects for public institutions such as the Government of Castilla La Mancha, Barcelona City Council, for media such as EITB Radio Televisión Pública Vasca or the official channel of the Olympic Games and for universities and business schools such as the University of Deusto.

Solid track record as trainers

Semmántica has a long history of training. Chosen by Google as educators for its Google Actívate programme at a national level. Since then, they have been providing training for companies and various institutions and have collaborated year after year with various universities such as IE University in their main programmes.

Unstoppable growth

Since its beginnings this digital marketing agency has not stopped expanding, it currently employs more than 30 specialists, located throughout Spain and has offices in Zaragoza, Madrid and Barcelona.



Management

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