



Press Kit Semmántica

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Company profile (in short)

Semmántica is an agency specialising in accelerating the digital growth of organisations through Paid Media, SEO/GEO and Digital Analytics strategies.

Its proposal combines driving traffic and customer acquisition, increasing visibility on search engines and AI engines, and the analysis and measurement of digital assets that guide business decision-making.

With over 15 years of experience in optimising Google Ads campaigns, Semmántica complements its Paid Media strategies with Social Ads on platforms such as Meta and TikTok, programmatic advertising and other digital advertising formats. In the field of organic positioning, it develops SEO and GEO strategies aimed at both traditional search engines and new search languages based on artificial intelligence. In this field, they have been pioneers by launching their own development, Sherlook, a tool for measuring positioning in LLMs.

Added to this is its specialisation in Digital Analytics, ranging from technical auditing and the implementation of measurement tools to data analysis, CRO and reporting.

Semmántica has been a Google Premier Partner since 2016, the highest certification that Google awards to its partner agencies. Additionally, it is a certified agency in the "Google International Growth Agency Program", a programme for which it was selected globally in 2020. 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 Iberia, Ocaso, Rtvé, TENDAM Group (Cortefiel, Springfield, Women'secret), Desigual, Olympic Channel Services, 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 60 specialists located throughout Spain, with offices in Zaragoza, Madrid and Barcelona.

Company profile (standard version)

Semmántica is an agency specialising in accelerating the digital growth of organisations through Paid Media, SEO/GEO and Digital Analytics strategies.

Its proposal combines driving traffic and customer acquisition, increasing visibility on search engines and AI engines, and the analysis and measurement of digital assets that guide business decision-making.

In 2008, entrepreneurs Natalia Sampériz and Jesús Barón started their activity specialising in Google Ads campaigns. Since then, Semmántica has maintained a track record of sustained growth and, in 2012, became part of the technological group hiberus. Its most recent evolution has been the integration with the hiberus Search team, with whom it had already been working jointly for several years. This integration has made it possible to consolidate a unique and specialised structure, capable of offering its clients a comprehensive digital growth proposal, adapted to the new needs of the environment.

With over 15 years of experience in optimising Google Ads campaigns, Semmántica complements its Paid Media strategies with Social Ads on platforms such as Meta and TikTok, programmatic advertising and other digital advertising formats. In the field of organic positioning, it develops SEO and GEO strategies aimed at both traditional search engines and new search languages based on artificial intelligence. In this field, they have been pioneers by launching their own development, Sherlook, a tool for measuring positioning in LLMs.

Added to this is its specialisation in Digital Analytics, ranging from technical auditing and the implementation of measurement tools to data analysis, CRO, and data reporting and visualisation.

Semmántica has been a Google Premier Partner since 2016, the highest certification that Google awards to its partner agencies. Additionally, it is a certified agency in the "Google International Growth Agency Program", a programme for which it was



selected globally in 2020. 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.

Semmántica has been nominated for three consecutive years (2022, 2023 and 2024) as one of the finalist agencies 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.

Its client portfolio includes large B2B and B2C brands as well as public institutions: Iberia, Ocaso, Rtve, TENDAM Group (Cortefiel, Springfield, Women'secret), Desigual, Olympic Channel Services, Codorníu, University of Deusto, Barcelona City Council and the Government of Castilla-La Mancha.

Since its beginnings, this digital marketing agency has not stopped expanding; it currently employs more than 60 certified specialists across different fields (Google Ads, Meta, Google Analytics, Google Cloud).

The agency has offices in Zaragoza, Madrid and Barcelona and a team of specialists distributed throughout the Iberian Peninsula.

Company profile (extended version)

Semmántica is an agency specialising in accelerating the digital growth of organisations through Paid Media, SEO/GEO and Digital Analytics strategies.

Its proposal combines driving traffic and customer acquisition, increasing visibility on search engines and AI engines, and the analysis and measurement of digital assets that guide business decision-making.

Company evolution

In 2008, two young entrepreneurs, Natalia Sampériz and Jesús Barón, launched into Google Ads campaigns after achieving first place in Spain and becoming EMEA finalists in the first edition of the Google Marketing Online Challenge, together with Luis Erdociain (current Digital Analytics Tech Lead at Semmántica). They were visionaries who knew that the digital world was going to undergo a real revolution.

From then on, they grew every year until 2012, a key moment in their evolution. Semmántica became partly owned by the technological group hiberus with the aim of consolidating the marketing and digital business area. Its most recent evolution has



been the integration with the hiberus Search team, with whom it had already been working jointly for several years. This integration has made it possible to consolidate a unique and specialised structure, capable of offering its clients comprehensive digital growth proposals, adapted to the new needs of the environment. The specialties of the SEO-GEO services range from SEO positioning and strategy, SEO content generation strategy, SEO migrations and, of course, brand positioning in AI agents.

Semmántica and hiberus together undertake ambitious projects for national and international clients. Since its beginnings, this digital marketing agency has not stopped expanding; it currently employs more than 60 specialists located throughout Spain and has offices in Zaragoza, Madrid and Barcelona.

Main partners

Google, Meta and TikTok are the leading digital advertising platforms. 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 employees are demanding and are reviewed every year. These include multiple certificates for Google Ads, as well as Google Analytics and Google Cloud.

Additionally, it is a certified agency in the "Google International Growth Agency Program", for which it was globally selected in 2020.

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

It is also recognised as a silver level TikTok Strategic Partner, and in 2023 it was the first agency in Spain to test TikTok Video Ads Beta.

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. 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 finalist agencies 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 alone.

Client portfolio

Its client portfolio includes large B2B and B2C brands as well as public institutions: SEO-GEO Clients: Iberia, Ocaso, Rtve, TENDAM Group (Cortefiel, Springfield, Women'secret), Desigual, Turismo de Barcelona, Axa Seguros, Portal Turístico de Castilla-La Mancha. Paid Media Clients: Desigual, University of Deusto, Euronics, Fútbol Emotion, Mayoral, Paris64, University of Barcelona. Digital Analytics Clients: CaixaBank, Olympic Channel Services, Barcelona City Council, Government of Castilla-La Mancha, Roca, Community of Madrid. Global Clients: Sinersis Group, Desigual, Mobilize Financial Services, Aramón, Codorníu, Juliá Group. Solid track record as trainers

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

Management

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