

Press release

## **Webrepublic is the first Swiss agency to win a Google Premier Partner Award**

**Zurich, October 28, 2021** – Today, Google honored the winners of the Premier Partner Awards in a virtual awards ceremony. Webrepublic prevailed in the Lead Generation category with its project for CSS Insurance against competition from all over EMEA.

At the awards ceremony, Google honors the best Premier Partner agencies each year. The focus is on projects that achieve outstanding results through the skillful use of Google Ads and thus fulfill the marketing goals of the customers. Webrepublic was nominated in five of the six categories. The Zurich-based digital marketing agency took home the award in the Lead Generation category. This category honors innovative campaigns that generate a large number of high-quality leads. This is exactly what Webrepublic achieved with its campaign for CSS Insurance.

### **Quote from Adrian Wenzl, Director Performance Marketing, Webrepublic**

"I am incredibly pleased that we are the first Swiss agency to win the EMEA Google Premier Partner Award. The award is the best proof of the exceptional performance of the Webrepublic team and underlines our clients' trust in our Google Ads expertise."

### **About Webrepublic**

Webrepublic is the leading digital marketing agency in Switzerland. Over 200 employees design, implement, and optimize campaigns from a single source. To translate marketing innovation into business value for customers, they always think creation, media, and technology together. Under the name BoB – Best of Both – the owner-managed company has been working closely with the creative agency Wirz since 2020. Together, the agencies create communication that dovetails emotion and data right from the start.

### **About Google Premier Partner Award**

Each year, the Google Premier Partner Award honors the best partner agencies from the EMEA region in six categories. The award recognizes high-quality, creative, and high-performance campaigns developed with Google products.