

Press release

Webrepublic and Vertbaudet win a Google Premier Partner Award in the category Online Sales

Zurich, 19 October 2022 – *Google honored the winners of the Premier Partner Awards yesterday evening at the award ceremony in Dublin. Webrepublic succeeded in the category Online Sales with its project for Vertbaudet against competition from all over the EMEA.*

At yesterday's awards ceremony at its European headquarters, Google honored the best Premier Partner agencies. The focus of the annual award is on projects that achieve outstanding results through the skillful use of Google products and thus fulfill the companies' marketing objectives.

Webrepublic was nominated in two of a total of six categories. The Zurich-based digital marketing agency took home the award in the Online Sales category. The award honors first-class e-commerce campaigns that help companies respond to changing customer behavior in real time, which is exactly what Webrepublic achieved with its approach for Vertbaudet, the leading European pure player for baby and children's products. With a modern campaign structure that skillfully combines smart shopping campaigns, generic search campaigns with dynamic search ads, discovery campaigns, and display ads, Webrepublic and Vertbaudet achieved significantly higher conversion volumes.

In 2021, Webrepublic won a Google Premier Partner Award for the first time and was the first Swiss agency to do so.



Quote Adrian Wenzl, Director Performance Marketing, Webrepublic "It is a great pleasure for us to have won a Google Premier Partner Award for the second year in a row. Once again, our team did a great job and exceeded our client's goals with the help of the optimal use of Google products."

About Webrepublic

Webrepublic is the leading digital marketing agency in Switzerland. More than 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 Awards

At the Google Premier Partner Awards, the best partner agencies from the EMEA region are honored annually in six categories. The award recognizes high-quality, creative, and high-performance campaigns developed with current Google products.