

Media release

Webrepublic is SBB's new partner for search engine advertising

Zurich, December 13, 2021 - *The Zurich-based digital marketing agency wins the multiyear mandate from SBB and will be responsible for the planning, realization, and placement of search engine advertising beginning January 2022.*

Webrepublic prevailed over competition from across the DACH region in SBB's tender process for the right partner agency. The largest Swiss digital marketing agency was awarded the publicly tendered mandate and will be responsible for search engine advertising with a focus on the Swiss market beginning January 2022. The mandate includes strategic planning, campaign management, tracking, reporting, and integrating the campaigns into SBB's overarching campaign strategy.



The Webrepublic team's many years of SEA experience, its linguistic competence in all Swiss national languages, and its efficient use of tools and software convinced SBB to enter into the partnership with Webrepublic.

Quote from Adrian Wenzl, Director Performance Marketing, Webrepublic

"We are very excited to support SBB in increasing their sales and revenue targets with our digital expertise starting next year."