



CERTIFICATES ★

We know the tools of the leading search engines inside and out. Certificates from Google, Bing and Yandex prove that we're well-versed in theory – satisfied customers demonstrate that we're good in practice as well.

PREMIER GOOGLE PARTNER

With Google AdWords you reach your target group when they use the world's leading search engine several times a day to find the information they need. Every Webrepublican regularly takes the Google tests. This means that all employees are officially qualified Google Advertising Professionals and that Webrepublic as an agency is an official Premier Google Partner.

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GOOGLE ANALYTICS CERTIFIED SERVICE PARTNER

Digital analytics plays a key role in your success. We offer you expertise in all analytics disciplines – from strategy, tracking and reporting to optimization and analysis. Based on your business targets we develop and optimize a digital analytics strategy with you. We develop and implement customized tracking setups for you, so that you can

measure the success of your activities. In doing so, we use tried and tested tools such as Google Analytics and Google Tag Manager. And to help you always keep track of the truly relevant figures, we create dashboards that are tailored to your needs. To ensure you understand exactly how you can optimize your conversion rates, we devise, conduct and evaluate A/B or multivariate tests. If you want to understand or predict your target groups' behavior in detail, we develop the necessary statistical models – which could also help you optimize the allocation of your marketing budget using predictive analytics. Our expertise in these areas is officially certified – Webrepublic is a Google Analytics Certified Service Partner.

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CERTIFIED OPTIMIZELY PARTNER

Are you satisfied with your conversion rates?
Are your website and apps falling behind the competition in terms of user experience?
Whether you're just getting started or already a pro, you should drive conversion and performance optimization forward to get ahead of the competition. And we are the right partner: as a certified official Optimizely partner, we are committed to best practices in A/B and multivariate testing. With the Optimizely platform, we can quickly and easily set up, implement and evaluate extensive testing without making changes to the actual website or app code. The evaluation is key to finding the right approach in making your

website and apps even more user-friendly and effective.

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CERTIFIED BAIDU PARTNER

China is seeing rapid growth in e-commerce: 45% of the more than 720 million Chinese internet users already shop online. And for any company hoping to navigate this market, there is no way to avoid dealing with Baidu. The search engine is the first stop for most Chinese users – particularly when they are looking for products and services. Our expert for search engine marketing in China is an officially certified Baidu specialist, a native Chinese speaker and an authority on advertising formats. So our customers know that their advertising budgets are being spent effectively and their campaigns are making the strongest possible impact in the Chinese market.

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YAHOO! JAPAN PROMOTIONAL ADS PROFESSIONAL

If you want to be successful on the Japanese market, you'll need to know your way around Yahoo! Japan. That's because Yahoo! Japan processes a third of all searches and is the most frequently visited web portal in Japan. The search engine can be used to reach relevant target groups. Our expert in search engine advertising in Japan is an officially certified Yahoo! Japan specialist. A native

Japanese speaker, she is an expert in local advertising platforms and will ensure that your advertising francs enjoy their full impact in Japan.

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BING CERTIFICATE

Microsoft's search engine Bing has substantial market share in various markets, in particular in the US, but also in the UK, Canada and Australia. Depending on the target group you want to reach with your international digital marketing, Bing is an indispensable channel for doing so. Our official Bing-certified employees guarantee that you'll get the biggest bang for your advertising buck on Bing as well.

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YANDEX CERTIFICATE

The Russian search engine Yandex dominates its home market and is expanding its market share in others, such as in Turkey. If you want to use the internet for communication, lead generation or as a sales channel in these markets, there's no getting around Yandex. Our official Yandex-certified employees understand this search engine, the Russian language and the search and consumption behavior of Russian internet users.

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DOUBLECLICK STUDIO CERTIFICATION AND ADVANCED BADGE CERTIFICATION YOUTUBE MASTHEAD

Rich Media are dynamic advertising media that not only focus on text and images, but also contain video and interactive elements. With Rich Media you can enhance the attentiveness of your target group and the willingness to interact with the advertising media. Our graphics and design team is certified with the DoubleClick Studio Certification and the YouTube Masthead Advanced Badge. These certifications ensure that we know exactly how to create, market and manage Rich Media ads with DoubleClick Studio.

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YOUTUBE CERTIFIED PARTNER

Brands that advertise on YouTube can combine a broad reach with specific targeting opportunities. Through the use of Display Advertising, they are able to effectively increase their popularity and sales.

Webrepublic has received certification as a "YouTube Certified Partner". The certificate acknowledges our expertise to develop comprehensive YouTube strategies regarding branding, growth and marketing strategy, copyright as well as analytics, and successfully implementing them.

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DYNAMIC CREATIVE CERTIFICATE

Thanks to dynamic creatives by DoubleClick's rich media, your banner's content can be tailored specifically to your target audience for each impression. This enables us to increase the relevance of your advertising significantly. Using optimized targeting rules, we can dynamically customize specific elements of your advertising, such as calls-to-action, texts, exit URLs and images. Our graphics and design team and engineering team have been awarded the DoubleClick dynamic creative certificate. This certificate is proof positive that we are your reliable partner for dynamic banners.

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QUALITY ASSURANCE CERTIFICATE

Your digital success depends on effective quality assurance processes and a speedy deployment of multimedia banners and other graphics solutions. Our QA certificate attests to the fact that we produce all of our digital advertising in strict compliance with DoubleClick guidelines, which massively cuts down on the time needed to subject your ads to external quality checks. In other words, we guarantee that the high-quality ads we develop for you are of an impeccable technical quality and completed on time.

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HTML5 CORE CERTIFICATE





The success of your digital advertising is largely dependent on a perfect symbiosis of quality, performance and creativity. This includes creating your ads in compliance with current and future technical standards. This is why our graphics and design team has developed all of your web banners and web content in the new HTML5 standard format. The HTML5 Core certificate is a reflection of our expertise in the creation of premium-quality ads that comply with the DoubleClick guidelines.

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GOOGLE WEB DESIGNER CERTIFICATE

Do you want to display your campaigns in the right format on all digital platforms? Our graphics and design team has the right tools and software to help you convey your brand's message. For example, the Google Web Designer certificate attests to our expertise working with the Google Web Designer software to create dynamic and interactive web banners and web content.

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TOP COMPANY CERTIFICATE

Employers are given the Top Company Certificate when they fulfill the following requirements: At least six (former) employees have rated the company - you'll find 42 ratings on our profile. On a scale from 1 to 5 the

average rating is above three - our rating is 4.65.

Webrepublic on Kununu



OPEN COMPANY CERTIFICATE

This Certificate is awarded for a proactive approach to kununu.com. This means: Webrepublic encourages employees to give ratings on kununu. Webrepublic openly addresses negative ratings. Webrepublic offers insights into the daily business with a kununu company profile.

Webrepublic on Kununu

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