



How to drive traffic to thousands of products

“PromoFarma manages to drive traffic to tens of thousands of products in its immense catalog thanks to Quarizmi's Long-Tail approach”

The **perfect synergy** between PromoFarma's work and Quarizmi technologies

PromoFarma has a portfolio of more than 100,000 products.

In addition to the usual quantity quotas and return on investment targets, in this case, one must face the challenge of generating high-quality traffic for many products.

There is no doubt that the long tail concept is the essential tool to achieve this goal.

Promofarma leads the digitalization of the health sector and has been betting on developing applications and digital functions that enable people to comprehensively and personalized their health.

It is the company's technical experience that makes PromoFarma the technology center of the group. Different software development teams support the company's development and lead the internationalization of the European market.

Therefore, they are the perfect partner for Quarizmi. They will use their technology to take advantage of missed long-tail opportunities.

PromoFarma is the largest pharmacy in Europe.

It is a marketplace that combines catalogs of more than 1,000 pharmacies and other sellers on one website. Its record contains more than 150,000 products from more than 7,000 different suppliers.

They are leaders in the digitalization of the pharmaceutical industry and are unswervingly committed to high-tech development. Since 2012, this has allowed them to continue to develop, which is also the basis for their leading position in the internationalization of the group.

We are going to **make the most** of those products that were not being exploited

As we mentioned, customers have a catalog of more than 100,000 products. Although they are well managed, anyone can understand that it is impossible to make full use of them manually.

This is where the Quarizmi technology comes in. You can see that an excellent internal team + Quarizmi technology is a reliable formula for perfect results.

The long tail concept is the foundation of these types of accounts. In addition, we have demonstrated how our activities never conflict with the actions deployed by our customers. Still, on the contrary, they will produce mutually beneficial synergies.

Quarizmi enters a very well-managed and highly optimized account to make the most of those referrals not being taken full advantage of.

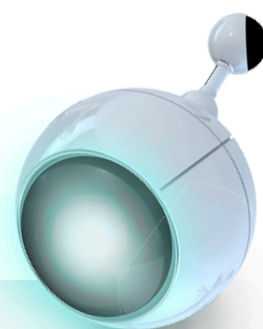
The Quarizmi algorithms are perfectly adapted to these scenarios, allowing the great work done by the PromoFarma team to be synergized by the advantages of the Long-Tail and in a few weeks, two of the objectives set by the Client, volume quotas and return of investment.

Let's see how!



“Within three months of starting our collaboration with Quarizmi, the results were so good, and communication was so easy that we decided to expand our commitment to them by giving them more countries to manage.”

Judit Griecs
Head of SEM

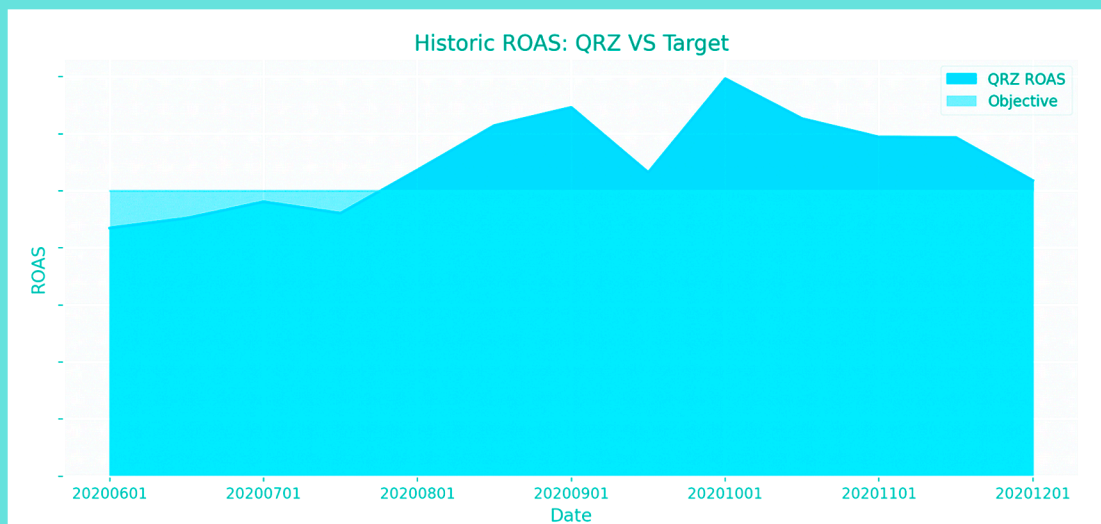


The campaigns created by Quarizmi achieve their **objectives** in a few weeks



The first thing to note is that the investment quota and return quota were reached shortly after the launch.

In the image below, you can see how Quarizmi exceeded the ROAS target set by the Customer before the second month of the end of the cooperation.



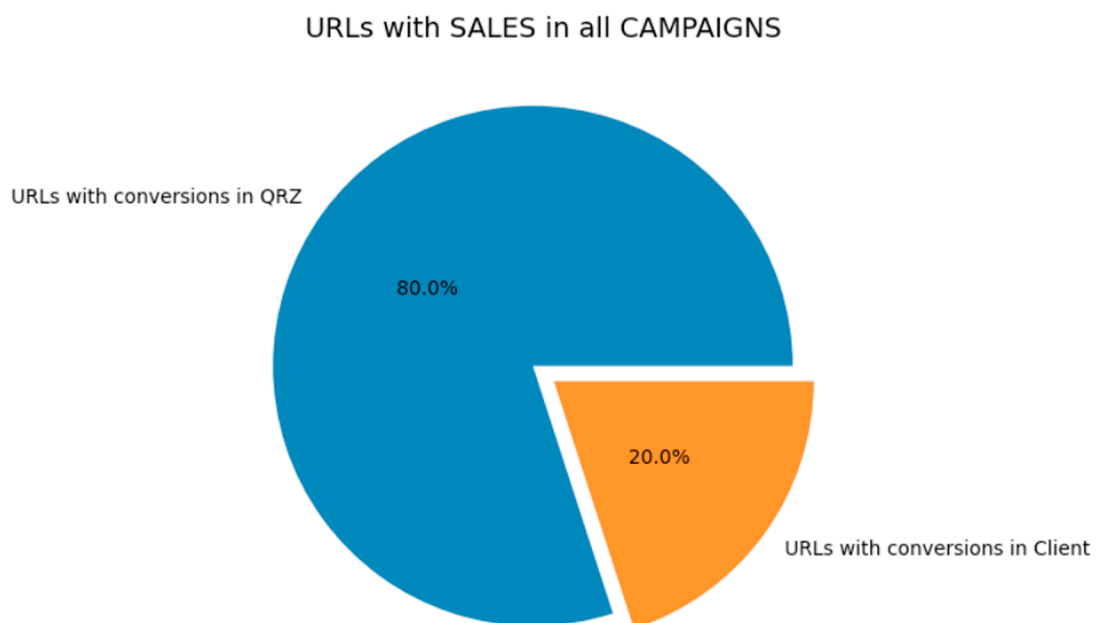
Since then, the results for several months have been higher than the target set by the Customer.

The campaigns created by Quarizmi achieve their objectives in a **few weeks**

OBJECTIVE: FOCUS CAMPAIGNS ON PRODUCTS THAT WERE NOT EXPLOITED

Quarizmi's strategy is to focus the activities it makes on products that customers have not touched.

There is no doubt that this goal was achieved in a short period. To illustrate this point, we will continue to compare the number of landings that resulted in conversions between Quarizmi's activities and customer activities in the figure below.



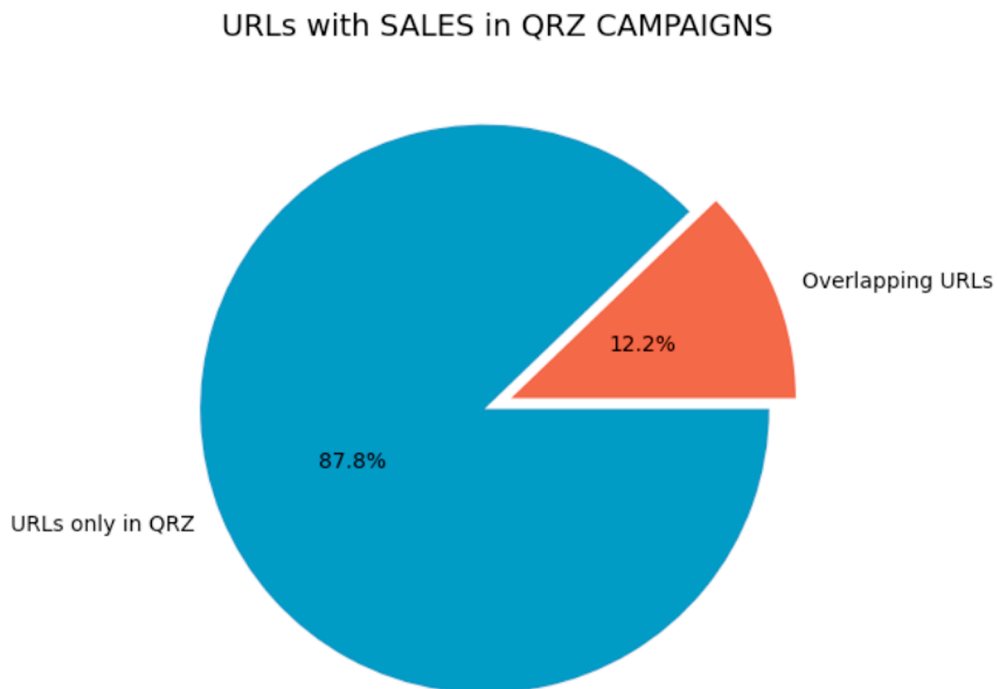
The graph confirms that Quarizmi technology generates high-quality advertisements for many products and importantly demonstrates how Quarizmi does not compete with clients' campaigns. Instead, it focuses on developing traffic for products with lower exposure.

The campaigns created by Quarizmi achieve their objectives in a **few weeks**

Even if we analyze the overlap between the products that generate sales in the Customer and the Quarizmi account, we have observed that nearly 90% of Quarizmi active landing pages do not appear on the Customer's page.

In other words, Quarizmi's marketing activities enable high-quality traffic that generates sales to provide visibility to a large number of unused landing pages for customers.

The image below clearly shows what we just explained:

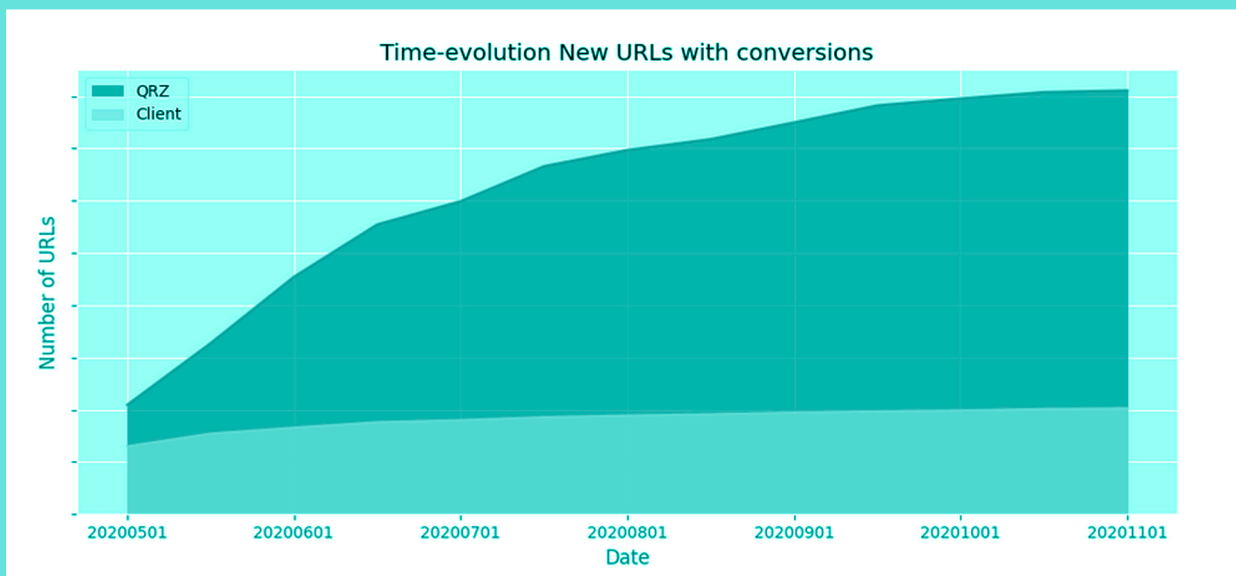


Infinite Ad and keyword generation

Another fundamental point to highlight is that Quarizmi algorithms continue to generate new Keywords and ads indefinitely.

Quarizmi's automated systems not only take advantage of the long tail that clients cannot access because they cannot be handled manually, but they will continue to do so over time. Be able to search, create and bid on countless keywords in real-time, detect new search terms every day, and possibly convert them.

Due to this continued growth, in the image below, we can see how the new URLs generating sales in the PromoFarma account have steadily increased over time, both for customers and Quarizmi activities.

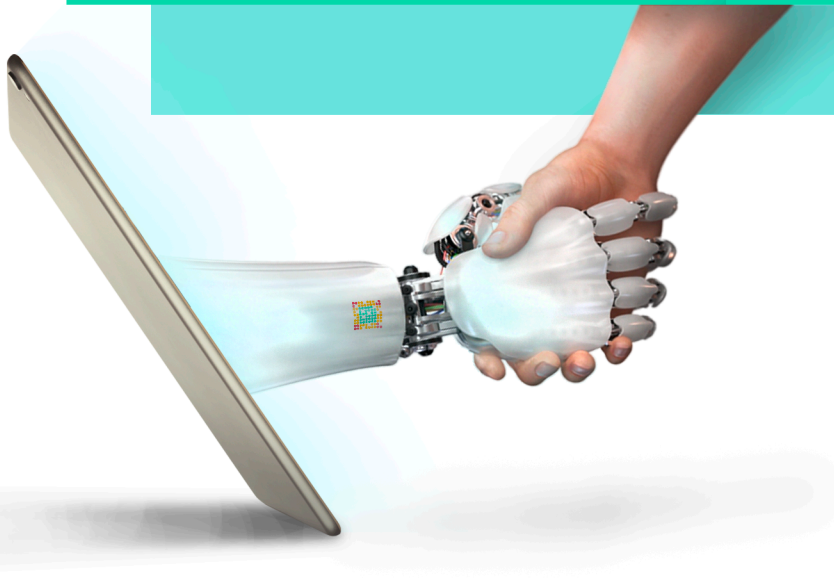


Infinite Ad and keyword generation

In short, Quarizmi is the ideal partner when it comes to generating ads for a vast product portfolio such as PromoFarma.

There is no doubt that the long tail concept is fundamental in these situations.

Similarly, our activities conflict with our customers' actions. Still, on the contrary, there is a mutually beneficial synergy effect.



Satisfied customers who grow and achieve their **goals** thanks to us



Online training specialist

Quarizmi has provided customers with high-quality leads for four years, keeping the CPA within its set range.



The fastest-growing streetwear brand in the world.

For four years, Quarizmi has been helping them develop and influence new markets.



The best online platform to find the ideal lawyer

Quarizmi brings them all the potential customers they need for growth, increasing their conversion rate year after year.



Spanish boutique hotel chain in substantial global expansion

Trust Quarizmi to get clients to your newest hotels.



Online service created to help readers discover new books and authors

Quarizmi helps them expand their market outside of the United States.



Leader in online spirits sales

Quarizmi managed to use its Long-Tail technology to make tens of thousands of reference catalogs visible.

And many **more!**

Who we are and what we do



Quarizmi is leader in the automation of Paid Search activities. We are the perfect partner for online merchants because we focus and focus on paid search campaigns and their management through long-tail campaigns.

Since 2014, we have created tools that simplify the process of creating PPC campaigns.

As a start-up company focused on technology marketing, **Quarizmi AdTech is at the intersection of marketing and technology.**

Our mission is to help our clients use our technology to help them grow their client base exponentially, thanks to the power of our algorithms.

We exist so that the digital marketing department can devote its time and resources to things that directly develop the business. We are responsible for managing your advertising.

Given our rich experience in the PPC super professional industry, we continue to add value to our customers, providing the latest technology and innovative solutions. Dozens of customers around the world recognize it.

Our clients are online merchants with large annual budgets, and they invest more than \$10,000 in Google Ads each month.

We grow fast, and we are a passionate and honest team for whom Customer is always written in capital letters.





Do you want to sell more?

Contact us



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