



## From local to global without leaving home

“SikSilk opens 23 new markets with the help of Quarizmi without leaving home and without hiring or having to manage local teams”

# Becoming a global company...

## how is it achieved?

Of course, there are many methods, and undoubtedly many of them are very effective.

In this situation, we focused on understanding how SikSilk faced the challenge, transforming from an online store focused on selling in the UK to a global retailer with massive influence in essential markets such as Spain, Germany, France, and the United States or Chile.

**The company's goal is clear: they need to develop, for which they must export.**

We were in 2018, Quarizmi is ready to meet the challenge.

SikSilk has specific characteristics that make it very special.

Its headquarters is located in Scarborough, a small town in northern England, where the founder once lived and still wants to live there. His philosophy is to hire most of the employees in the area to help his neighbors.

At the same time, it operates in a booming but very demanding market, and many sportswear manufacturers of Nike or Adidas are moving to this market.

**Quarizmi's solution is to use the Google Ads platform to expand in a scalable way, thereby increasing the return on investment but not overloading or increasing the SikSilk team.**



# Becoming a global company...

## how is it achieved?

SikSilk was born in 2012 when three friends put all their effort and efforts into carrying out a project that reflected the bond between them: their love for culture and urban clothing.

In this way, a fashion project began to take shape. It exerts unique creativity in the combination of sportswear and different urban aesthetic trends.

Nearly ten years later, they are already a world-class streetwear company. Their fan base continues to grow, including Ronaldo, Dani Alves, or Leo Messi wearing their clothes or cooperating with them in some series.



*“Using the technology applied by Quarizmi, it is straightforward to extend and fully utilize our investment scope without any additional intervention or work. A true partner. Or better yet, another person on the team.”*

**Wayne Aziz**  
Director of operations

# A vast and highly changing catalog is no problem for Quarizmi

Quarizmi's first challenge was to create a complex Google Ads campaign, which included:

- **Many important sales dates throughout the year: Black Friday, Christmas, back to school, etc.**
- **Seasonality in each country: In Europe, Australia is winter, and we cannot sell jackets.**
- **An extensive and constantly changing catalog of our customers.**

After nearly four years of working with them, we can proudly affirm that our role at SikSilk has always been the key to their global growth and development.

We are proud to have earned your trust and become another division of the company.

**Our team's approach to the challenge of creating and managing many complex activities of SikSilk is automation.**

Using the technology developed by our engineers, we can perform the entire complex campaign creation process in a fully automated manner, including keyword generation, bidding, and ad creation. All of this does not require our clients to hire other people.

With its strong entry into the UK market, most of SikSilk's budget investment is concentrated in the UK. Even at this point, it is already a considerable effort to manage a single market through this type of activity.

**Therefore, our first goal is to be able to spend half of that budget in other markets.**

The adventure begins

## Quarizmi campaigns consistently **grow the account from day one**

It should be noted that Quarizmi took over the entire SikSilk account from the very beginning. This means it creates and deploys its activities, discarding previously existing activities.

**Therefore, there is no doubt that all transaction volume that Quarizmi enters into the account is entirely attributable to our technology generation, deployment, and control activities.**

The Client sets only one goal, and it couldn't be more precise:

**GROW UP. The more, the better. Unlimited. Without stop. No budget that limits us.**

The only condition it imposes on us is not to increase the labor force.

But how does David of the fashion world compete with the many giants that dominate the market?

He accomplishes this by leveraging Google Ads paid search channels and Quarizmi technology, which allows the entire complex process to be automated without increasing dedicated resources.

Although the results of the accounts showed some growth, the entry of Quarizmi has exacerbated this trend, allowing it to grow even more than in recent years



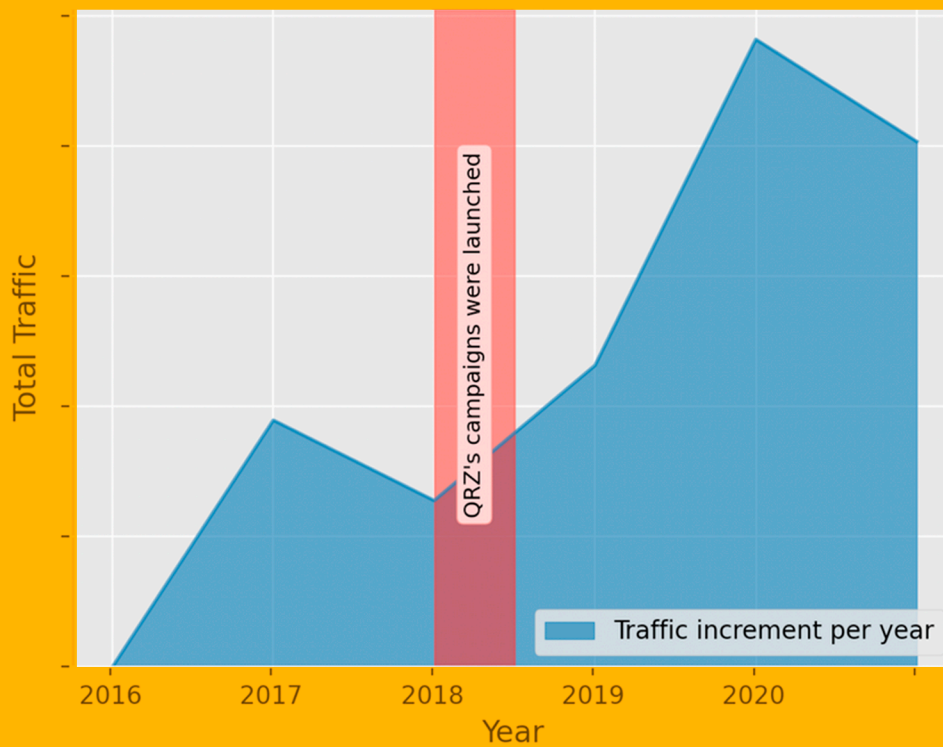
On the next page, we show a graph that shows **how Quarizmi manages to double and even triple the growth rates that the Client already had.**

# What was the **improvement**?

## GOAL 1: **GROWTH**

Quarizmi's entry into customer accounts has led to an increase in the growth trend obtained so far.

Specifically, it doubled or even tripled this growth rate, as shown in the figure below. The dots in the figure represent the increase in numbers compared to the previous year.



# What was the **improvement**?

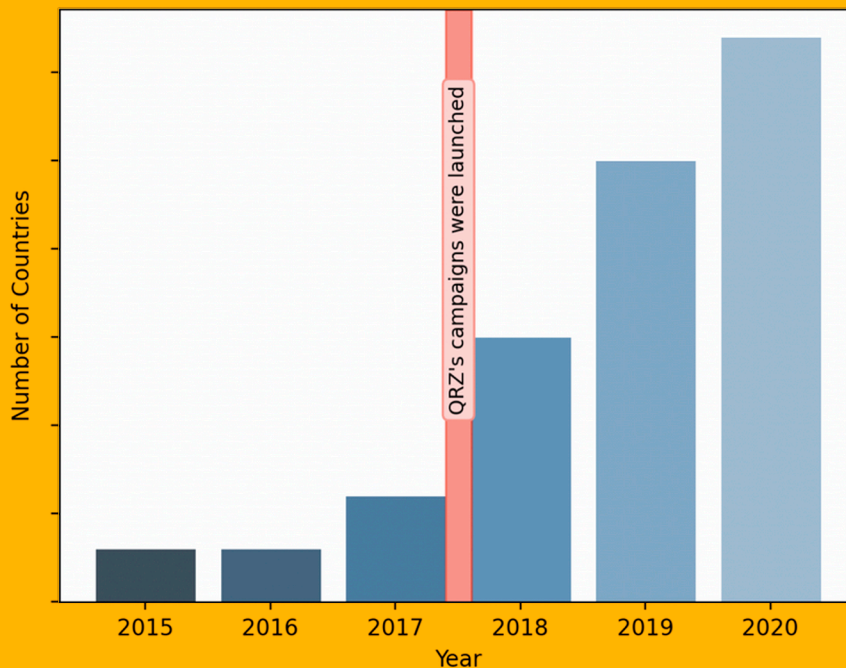
## GOAL 2: INTERNATIONALIZATION

Internationalization is from the first day, another of the main objectives of the Client.

Due to the versatility of the Quarizmi algorithm in generating campaigns and advertisements in different languages, the results have attracted people's attention from the beginning.

The graph below shows the number of countries/regions that receive much traffic.

The result is clear: **After Quarizmi is merged, the number of countries where the activity generates traffic is multiplied by 10.**



## What was the **improvement**?

This increase, shown by the previous data, could be seen consistently in different countries.

Before Quarizmi's presence on the account:

In 2018, more than 90% of clicks came from the same country-the United Kingdom.

This caused the marginal nature of the results in the rest of the region.

In 2020, more than 70% will come from new markets.

And all this will not reduce its essential influence in the UK.

By intensifying efforts to expand activities to different regions, Quarizmi managed to increase traffic in other countries/areas, making it an essential part of total traffic, reaching more than 70% of total account traffic by 2020.

Without a doubt, a total success.



# 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.



**Leading Pharmacy Marketplace in Spain**

Quarizmi manages and shows PromoFarma clients the hundreds of thousands of references they have.



**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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