



DATA-DRIVEN COMMUNICATION AGENCY

# HELLO!



WE GENERATE MORE TRAFFIC AND MORE  
BUSINESS WITH THE HELP OF DATA-DRIVEN  
COMMUNICATION SOLUTIONS.

**DDCA** consists of curious, committed and experienced consultants with a background from Business Development, PR, Film, TV, Advertising, Web, HR and Tech. We are about fifteen creative and knowledgeable consultants, united by a digital data-driven focus, who speak English, Swedish and Spanish (we communicate primarily in English). Thanks to our broad competence base, we can also deliver in other communication disciplines. All with a clear business mindset and a natural digital perspective.

**DDCA** is a data-driven communications agency specialising in generating traffic and activating visitors based on proven AI and ML technology. In this way, we generate the best possible effect and results for our customers. Everything of course measurable, and in real time.

**We look forward to driving your business and communication onwards.  
With energy, creativity and AI.**



## DATA-DRIVEN MARKETING ----- PAGE 02

DIGITAL MARKETING & MONITORING  
SERP MARKETING SEO / SEM  
AI SERVICES

## PROGRAMMING SERVICES ----- PAGE 07

WEB DESIGN & PROGRAMMING  
MOBILE APP PROGRAMMING  
ECOMMERCE SERVICES

## DIGITAL COMMUNICATION ----- PAGE 09

ONLINE REPUTATION MANAGEMENT (ORM)  
SOCIAL MEDIA MANAGEMENT

## CONSULTING & STRATEGY ----- PAGE 13

DIGITAL MARKET RESEARCH  
DIGITAL MARKETING PLANS & OUTSOURCING  
DIGITAL COMMUNICATION STRATEGIES



# . DATA-DRIVEN MARKETING



# DATA-DRIVEN MARKETING



WE TURN DATA INTO INFORMATION,  
AND INFORMATION INTO INSIGHT.

We are experts in optimising conversion environments, generating improvements in conversion ratios in traffic, and generating leads.

We are able to optimise results based on insights from clients using third-party technologies and implementing transformational strategies while monitoring all in real time. We apply AI and ML technology integrated into digital marketing strategies that allow the development of new innovative actions applied to the business processes of your company.

At DDCA we implement digital strategy solutions based on complete and integrated digital analysis that allows us to develop projects comprehensively based on creative and disruptive objective results within the digital ecosystem.

## DIGITAL MARKETING & MONITORING

Great digital marketing campaigns employ a holistic strategy across all channels, reaching your audience wherever they are.

Exceptional digital marketing campaigns take that omnichannel strategy, and develops it into something memorable, unique, and above all, impactful.

Our digital experts can jump in at any point, whether you need a team to conceptualise a full campaign for a new product launch, or to amplify a campaign you've already set in motion.

We use analytical data to ensure we're targeting exactly the right content to exactly the right audience, honing your brand message and winning you long-term, enthusiastic customers.

Everything while monitoring real time data in order to categorise all kinds of mentions, comments, and digital market perception of your company and its main competitors.

DDCA applies technologies like Google Tag Manager, conversion funnels layouts, Salesforce marketing cloud, Power BI, Tableau, Hubspot and other tools to be able to follow and synthesise vital information for your brand.

## SERP MARKETING: SEO & SEM

DDCA offers a strong integrated strategies that combines content marketing, research, technical SEO, paid strategies, and other elements of online marketing.

When it all comes together in a single, unified strategy, you can expect: more traffic, more leads, more revenue and more growth.

We use complex on-page and off-page SEO strategies which focuses on the most relevant keywords for your business, link building, outreach and reputation microsites.

We also implement Machine-Learning and AI tools to create, segment, automise bidding and control sophisticated ads campaigns in different search engines getting the optimal ROI on your investment.

We use statistical methods to provide machine learning algorithms ways to infer conclusions from data. Then implement this data and derived conclusions to optimise organic and paid campaigns.

## AI IMPLEMENTATION SERVICES

**AI Consultation:** We offer expert advice and insights on AI implementation. DDCA will guide you on AI strategy, selecting the right AI technologies, and understanding the potential benefits and challenges associated with AI adoption in your business.

**Custom AI Solution Development:** DDCA can develop custom ML models or AI algorithms tailored to suit the specific needs of a business. These can range from predictive models to natural language processing algorithms, and from image recognition systems to advanced recommendation engines.

**Data Preparation and Management:** Preparing and managing data is crucial for effective AI implementation. Our agency offers services in cleaning, labeling, and augmentation of data.

**AI Model Training and Tuning:** Once the models are built, they need to be trained using relevant datasets. DDCA offers services for ongoing model tuning and optimisation to ensure the model's performance improves over time.

**AI Customer Services:** We help you implement AI chatbots and additional customer support services in order to automate repetitive tasks, saving you resources and enhancing the overall customer experience.

Our AI prompt writing decision uses industry standard models like GPT-4, BERT and Jasper with enhanced services through specialised plug-ins.



# . PROGRAMMING SERVICES

# PROGRAMMING SERVICES



WE DON'T JUST TALK THE TALK,  
WE CODE THE CODE.

We offer a full-suite of Ecommerce and corporate website development services, including strategy, integrations, migrations and of course, the building of results-driven portals in WordPress and Prestashop environments.

We are specialised in the leading frameworks – client side and server side:

**Front-end** – UI-UX design, SEO optimisation, performance enhancing, HTML, CSS, JavaScript and JQuery.

**Back-end** – Database management, CRM implementation, security, URL routing, site architecture, server handling, Python, Javascript and PHP.

We also offer comprehensive services of **APP development** in Unity, including optimal UI/UX design, publishing services and ASO plans for both iOS and Android.

Most companies utilise a number of different business applications for their day-to-day operations. It is common that these programs are not well integrated, creating data silos and raising the potential for time-wasting duplicate work and errors. DDCA can create API's, or use existing application API's to tie your apps together.

# . DIGITAL COMMUNICATION





In the current digital market a company's website provides a virtual window into their organisation whilst online PR and social media define their brand persona and reputation more than anything else.

Digital communication is now fundamental to any communication strategy. It offers the opportunity to interact directly with your audiences, often in real-time, in highly innovative and engaging ways.

DDCA's team of digital specialists produce content which is highly optimised for a range of digital platforms – from your own website to content for social media networks, trade media websites or mobile applications.

A company's corporate communication strategy can go a multitude of ways often consisting of written (website, press releases, memos), verbal (interviews, videos, press conferences) and visual (photographs, infographics, illustrations). To build a strong digital identity, internal and external communication need to be aligned.



## ONLINE REPUTATION MANAGEMENT (ORM)

We trace strategic plans to create content that is highly optimised for search engines and then drive traffic to it. This way, we can push negative content and negative news related to our clients further down in search results.

We set a core selection of keywords in a specific demographic area and language and create a “content flood” to divert traffic from negative links.

We also contact web portals, blogs and influencers to negotiate deletion fees of content.

DDCA team of professionals implement different technologies such as ORM monitoring, social live mentions, content flood, negative campaigns research, and more in order to achieve measurable objectives.

## SOCIAL MEDIA MANAGEMENT

We offer comprehensive services of social media management, working alongside the internal team of a company, to achieve a successful and organised process of creating, publishing, and analysing content.

Different media platforms like Facebook, Instagram, Twitter, or YouTube have different ways of engaging with their users. That is why a proper long term strategy has to be in place and optimised content need to be created and properly promoted.

We also generate highly segmented ads campaigns using AI and ML technology in order to optimise, analyse and categorise market perception quality and campaigns results.

We manage real and visible reputation data in order to categorise all kinds of mentions, technical support, comments, threads and online communities, turning them into relevant and measurable information.

# . CONSULTING & STRATEGY



# CONSULTING & STRATEGY



WE'RE READY TO HELP YOU REINVENT. SO, NO MATTER WHAT LIES AHEAD,  
YOU CAN EMERGE STRONGER. TODAY AND TOMORROW.

Leading companies are taking big, transformative steps, redefining their purpose, embarking on end-to-end digital transformations and learning how to achieve disruptive innovation in a rapidly shifting market environment.

We have the breadth of perspectives and depth of experience to provide strategic advice to help achieve optimal — and sustainable — results.

We create a custom approach tailored to each client's unique situation and bring extensive business and sector experience with tested analytical techniques.

DDCA professionals design and help deliver digital business strategy. We provide clients with distinct, innovative, sustainable, data-driven services to help fuel future growth, optimise current digital competencies and accelerate digital and business transformation.



## DIGITAL MARKET RESEARCH

Market research helps our clients understand their target audience and potential unexploited opportunities.

Many companies trace plans without understanding their consumer journey.

Research is a vital tool that helps our clients understand their customers customs and behaviour.

This way, we can plan new communication and marketing strategies backed up by quantitative and objective information, which minimises the risks and helps companies be in tune with what their customers want.

DDCA implements third-party AI technologies to track, monitor, and analyse consumers behaviour in order to learn a company's real market perception and potential opportunities in the online market.

## DIGITAL MARKETING PLANS & MARKETING OUTSOURCING

GREAT STRATEGISTS DON'T THINK IN TERMS OF CAMPAIGNS,  
BUT IN TERMS OF GROWTH FRAMEWORKS.

After conducting discovery sessions with our clients we create a documented outline on specific marketing procedures such as strategies, itemised actions, and resources the company will need to promote their business and sell their services.

We also offer the possibility of having DDCA act as an external marketing department, where our team of experts will work alongside the client's internal team to achieve a sustainable and organised action plan in order to achieve successful and measurable objectives.

DDCA implements third-party AI technologies to track, monitor, and analyse consumers behaviour in order to learn a company's real market perception and potential opportunities in the online market.

## DIGITAL COMMUNICATION STRATEGIES

Corporate communication identity and digital perception are intangible values that generate competitive advantages, if it is professionally constructed.

We generate strategic communication plans to achieve specific digital objectives, such as generating trust, engagement, create a diversion, or a shift in a company's overall digital perception.

We trace and itemise all the necessary actions to achieve the client's objectives. All while measuring the impact created with the implemented strategy analysing quantitative and qualitative aspects on the company's perception online.

DDCA implements third-party AI technologies to track, monitor, and analyse consumers behaviour in order to learn a company's real market perception and potential opportunities in the online market.



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[WWW.DDCA.SE](http://WWW.DDCA.SE)

MÁLAGA | MARBELLA | STOCKHOLM



ANY  
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**ESAÚ DHARMA**  
*Motion Graphics  
Consultant*



# SOME OF OUR CLIENTS

HUAWEI

ORACLE



Duke  
UNIVERSITY

baufest

UNESCO

CYBER1

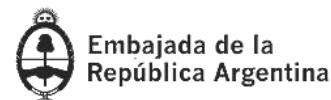
G R O U P E  
ADDOHA



samora  
GROUP

teleconsult

MARBELLA  
DESIGN

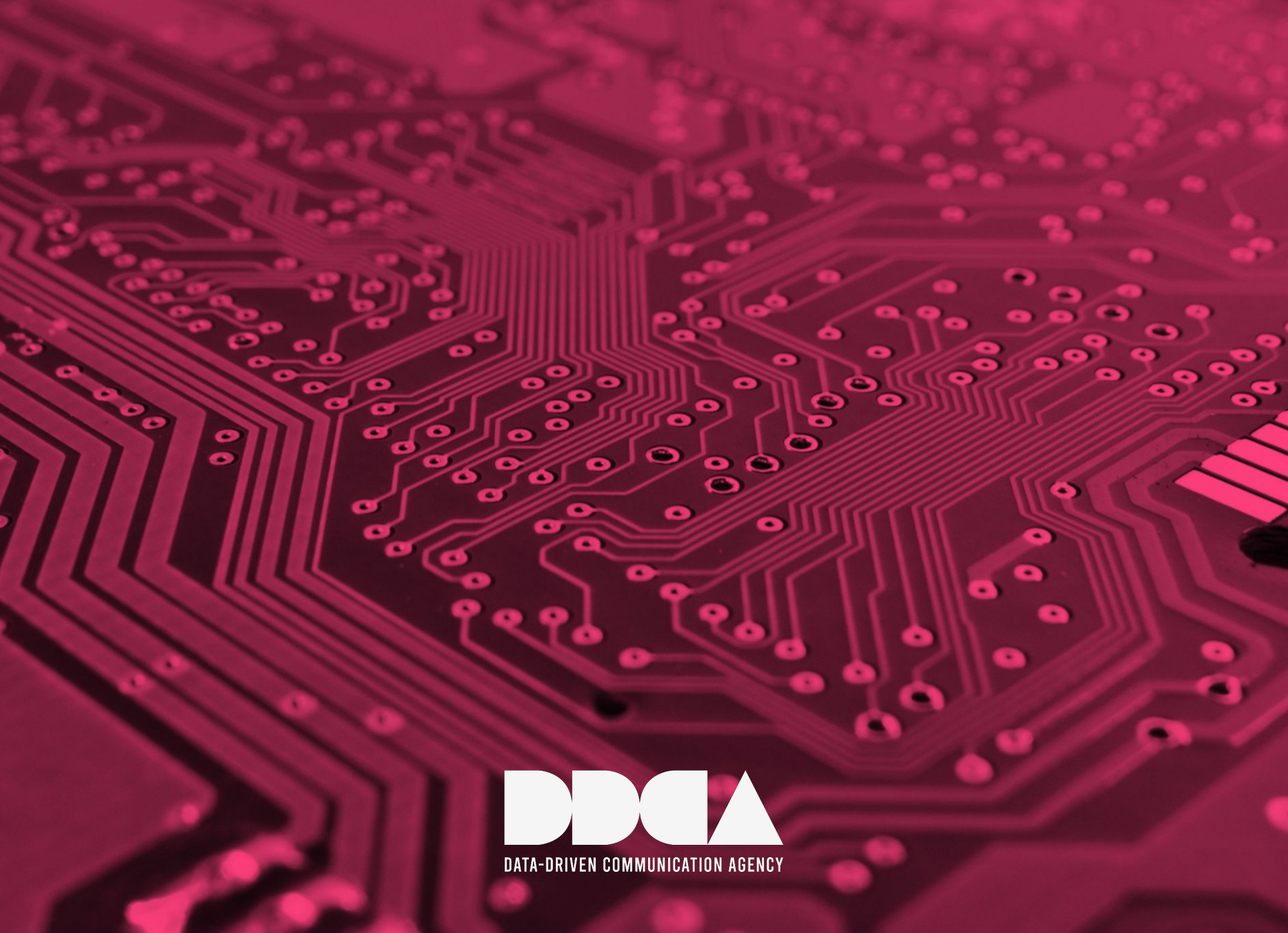


TOLES  
— LEGAL —

CI760







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