



Digital Artlsans

RSB Agency

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A technology-driven agency with soul

Mission, values and culture.

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RSB Agency

Who are we?



An agency with technological soul

RSB is a digital agency founded in 2003 by multimedia engineers, a discipline that combines technology, design and communication. Our distinctive approach, **digital craftsmanship (artesanía digital)**, brings together technical precision, creativity and full commitment to every project.

With more than **twenty years of experience**, we develop comprehensive digital solutions and manage marketing, SEO and SEM strategies with a holistic vision.

In the midst of the **era of artificial intelligence** and language models, we continue to evolve with enthusiasm, incorporating these technologies to create smarter, more efficient and sustainable projects.

RSB is the ideal partner for brands seeking a comprehensive, effective and technologically solid approach.



Mission, values and RSB culture

Mission

At RSB we help brands grow and move forward in the digital field with knowledge, honesty and commitment.

We combine technological precision with a human perspective, fully engaging in every project and always seeking solid and sustainable results.

We believe that trust is the foundation of every collaboration, because only through mutual trust can something lasting be built.

Values

Technical excellence guides our work. We like to do things rigorously and with a clear focus on efficiency and results.

We always act with transparency, respect and responsibility towards people and the environment.

We value curiosity and continuous learning, which allow us to keep evolving and stay up to date in a constantly changing technological environment.

And above all, we understand trust as an essential value. We trust our clients and expect them to trust our experience and judgment, because only then does the work truly make sense.

Culture

We were born as a group of multimedia engineers, a discipline that integrates technology, design and communication, where technical precision coexists with a curiosity for the interactive and the aesthetically refined.

That origin defines us and drives us to keep learning. We live this new era of artificial intelligence and language models with enthusiasm, preparing and adapting to a fast-paced evolution that we see as an opportunity to create better, with more purpose and more intelligence.

After more than twenty years, we maintain the same purpose: to grow alongside our clients, evolve every day and continue to be a benchmark in digital solutions built with rigor, commitment and vision.

AGENCIA
CON ALMA
TECNOLÓGICA

Over the years, leading brands have placed their trust in us



cromology



Freixenet



BODEGAS Y VIÑEDOS
CODORNÍU RAVENTÓS
DESDE 1551



LA CASA ENCENDIDA
de fundación montemadrid



CMV

Natura Bissé
Barcelona



Bové
Montero

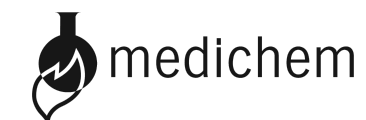


KaO

KIDS&US*



MAJORICA
1890



We/On

sónar®



Services

What can we offer you?



At RSB Agency we can offer you

Consulting and strategy

We support brands in defining their digital ecosystem.

We identify opportunities, design acquisition strategies and define the most effective tools and channels to achieve objectives.

We are a business-minded partner with a strong technical foundation that allows us to turn ideas into concrete and measurable actions.

Measurement, analysis and optimization

We measure what matters. We review the evolution of objectives and KPIs to understand the real performance of every action.

We present clear and actionable reports, identify improvement levers and optimize campaigns, digital assets and funnels.

We use **LookerStudio**, proprietary dashboards and analytics tools to make data-driven decisions and maximize the impact of every action.

Development of digital solutions

We build the assets your strategy needs: websites, landing pages, e-commerce, automations or custom integrations.

We work with platforms such as WordPress or Shopify, and develop tailored solutions with our own frameworks or technologies such as Laravel or Kotlin Multiplatform.

We always design with conversion, scalability and user experience in mind.

Marketing and positioning

We design and implement results-driven digital marketing strategies.

We launch SEM, SEO and Paid Social campaigns, combining creativity, advanced targeting and automation to maximize visibility and acquisition.

We align every action with business objectives, ensuring message consistency across all touchpoints.

We are official partners of the leading advertising platforms:

- Google
- Meta
- LinkedIn Certificate



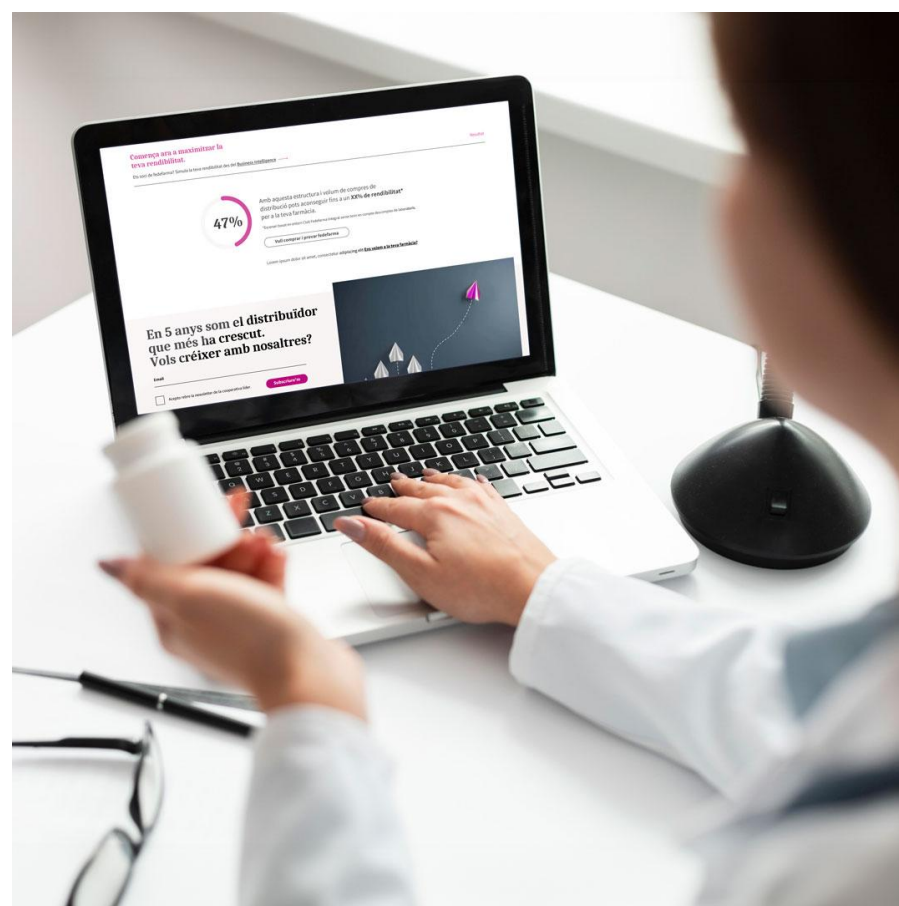
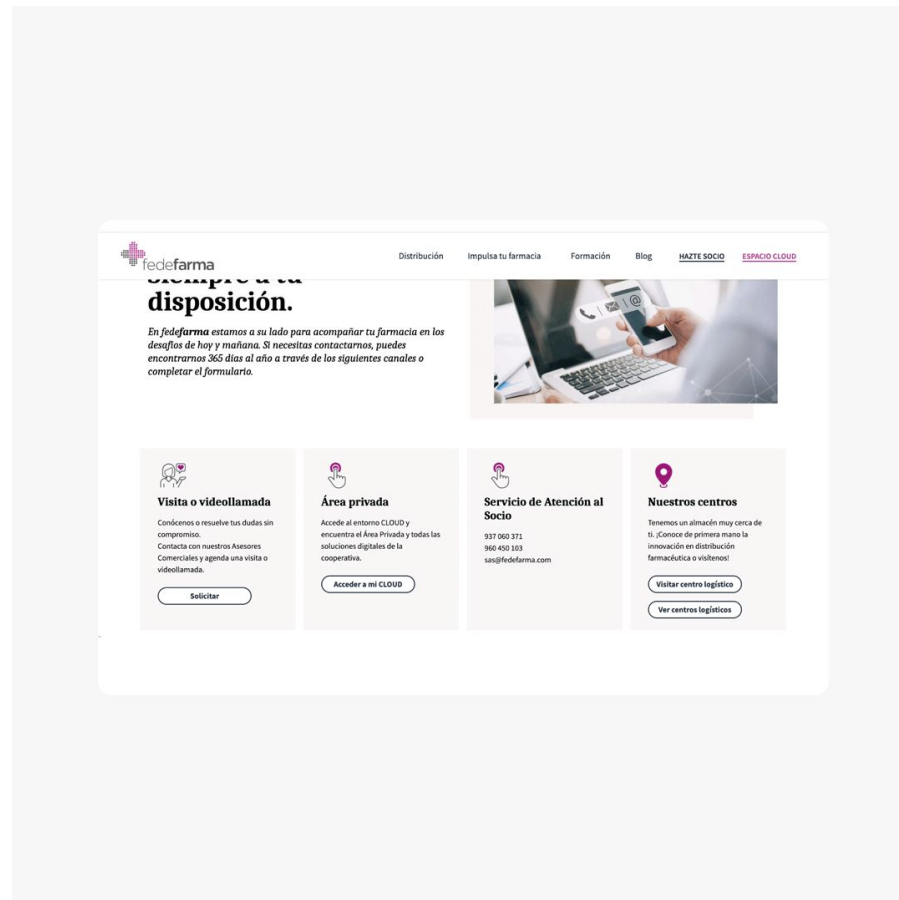
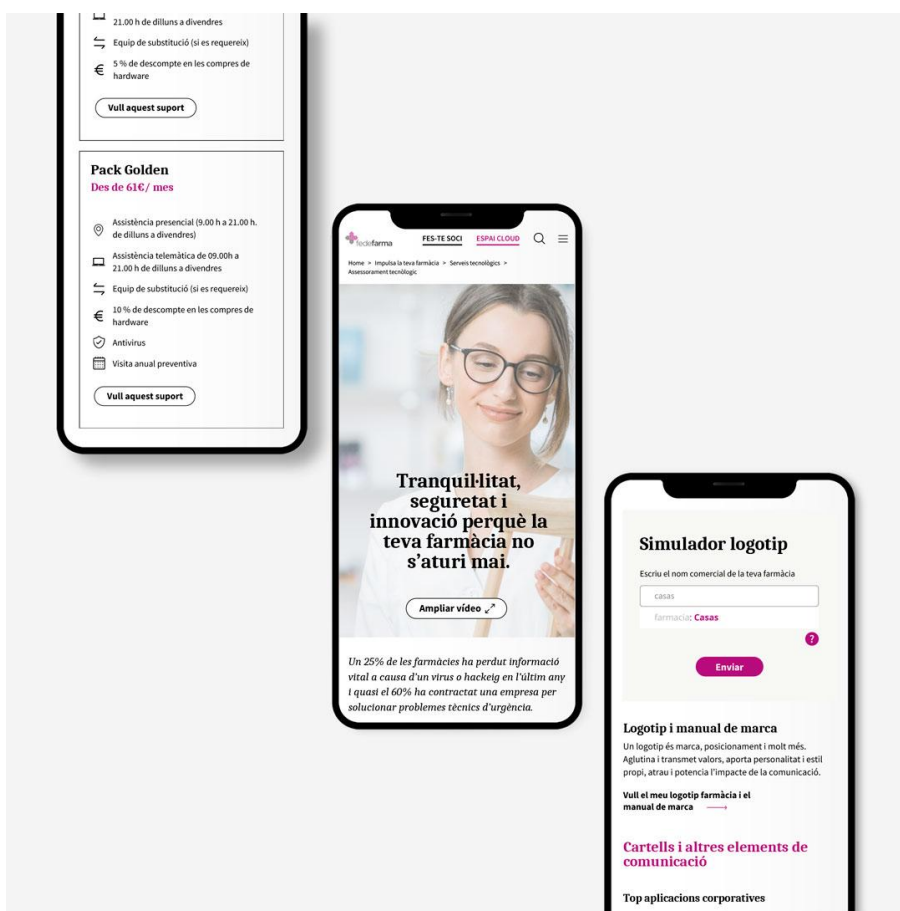
03

Success Cases





Key projects.



Fedefarma

03 Success Cases

<https://www.fedefarma.com/>

Digital transformation

RSB and Fedefarma, the leading pharmaceutical cooperative in Catalonia, have been **technology partners** since 2019, when we audited and revamped their main site. Since then, we have continued working together as digital **consultants and SEO advisors**.

This past year, following the merger of their previous sites, we improved their visibility on search engines and, within the first weeks, increased **monthly traffic from 6.000 to more than 10.000 users**. In addition, we audited the new site from a UX/UI perspective in order to strengthen its online identity, increase user engagement and correct various **SEO** issues, both technical and content-related.

Since the launch of the new site in 2019, we have achieved a **32-45% growth** in monthly sessions, reaching more than 60.000 sessions. As a final milestone, in January 2024, we experienced a 32% increase in traffic.

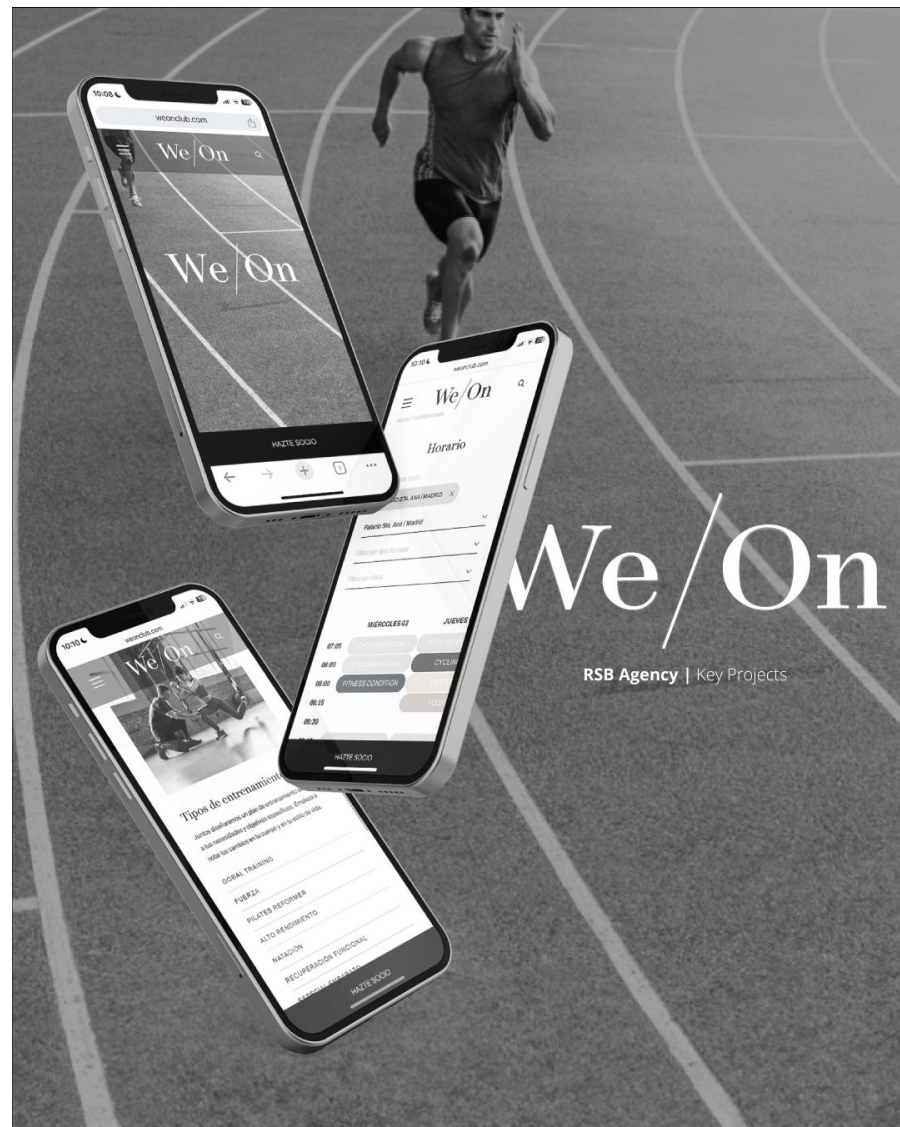
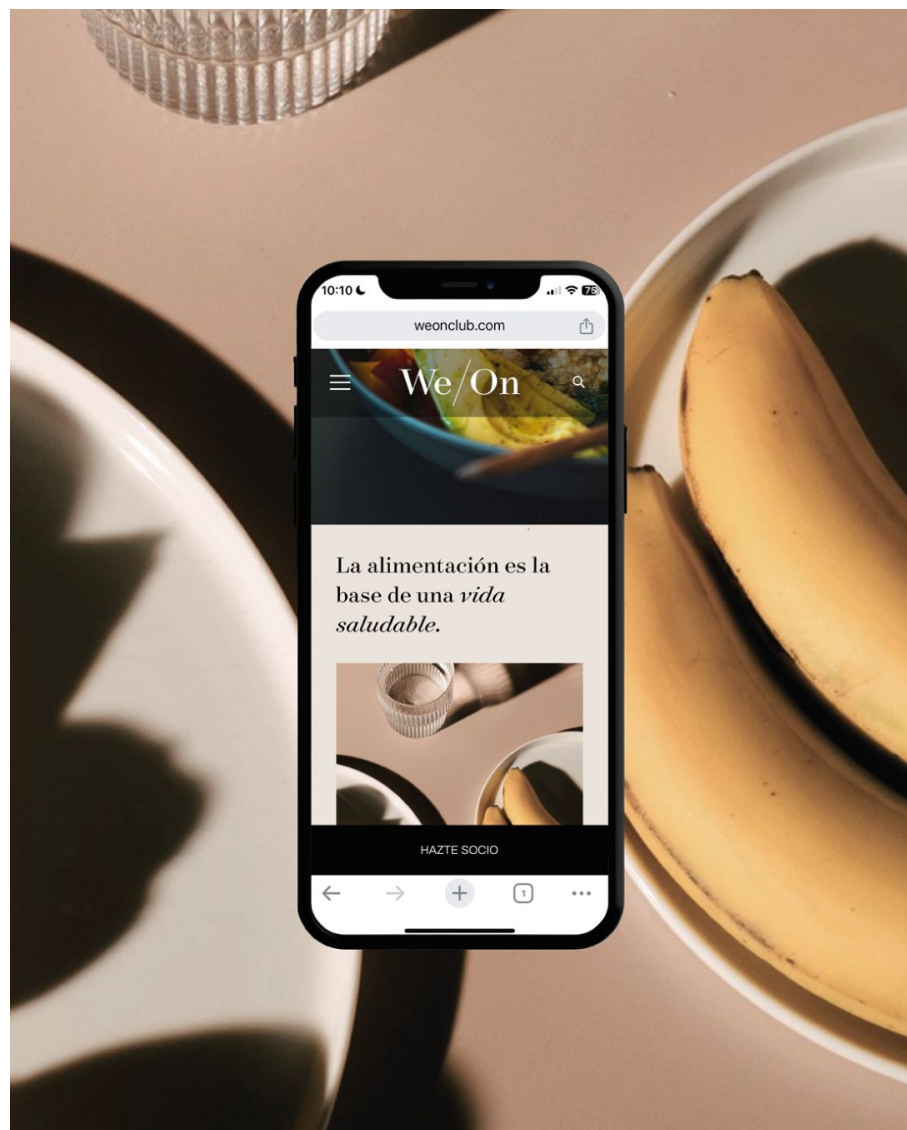
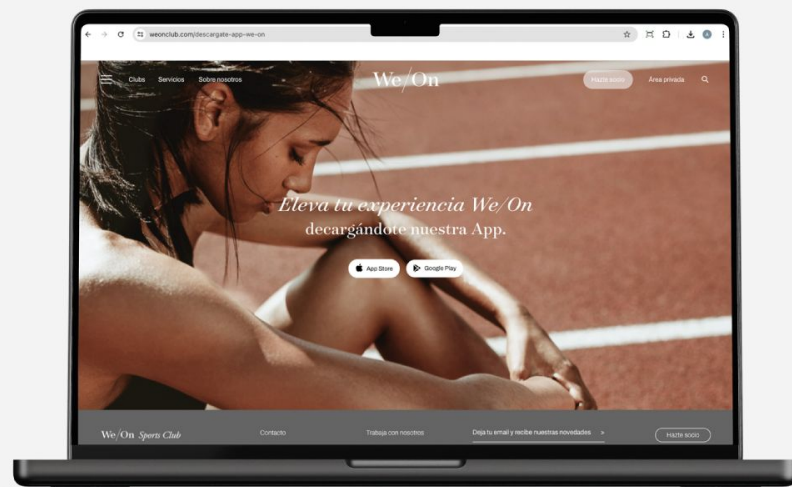
Technical support and development for Apps

Since 2023, RSB Agency has been providing comprehensive **maintenance, support and development services for the Kids&Us** apps, leaders in English learning for children and teenagers. We deliver technical support on iOS and Android, as well as technology consulting for the evolution of their services.

We focus on resolving issues quickly, keeping tools up to date and proactively managing bug reports. **We monitor the overall health of the applications** and provide assistance for any necessary adjustments, ensuring success through an agile **methodology with weekly objectives defined in collaboration with the Kids&Us team.**



We/On
Sports Club



We/On

03 Success Cases

<https://www.weonclub.com/>

Digital launch

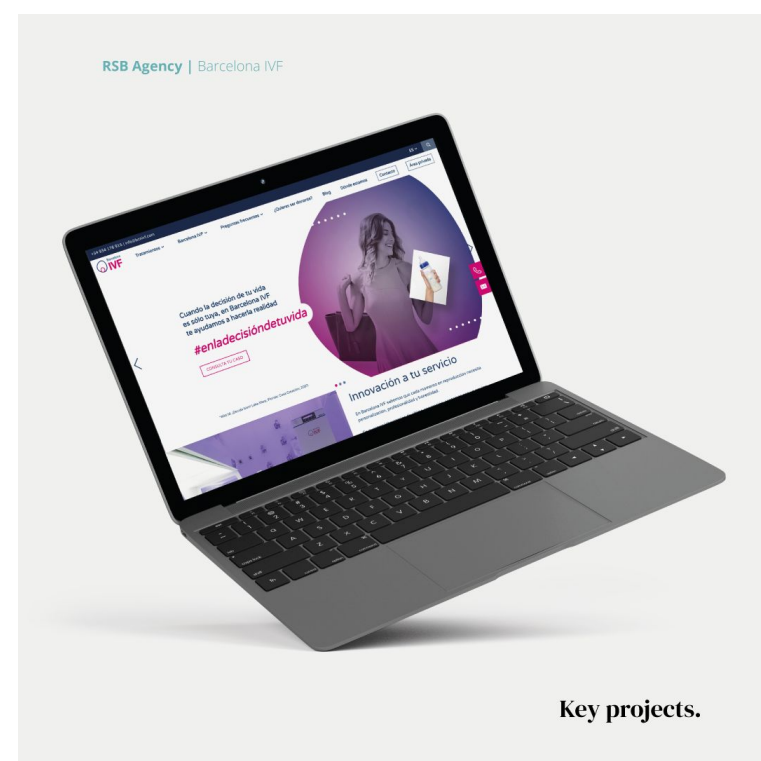
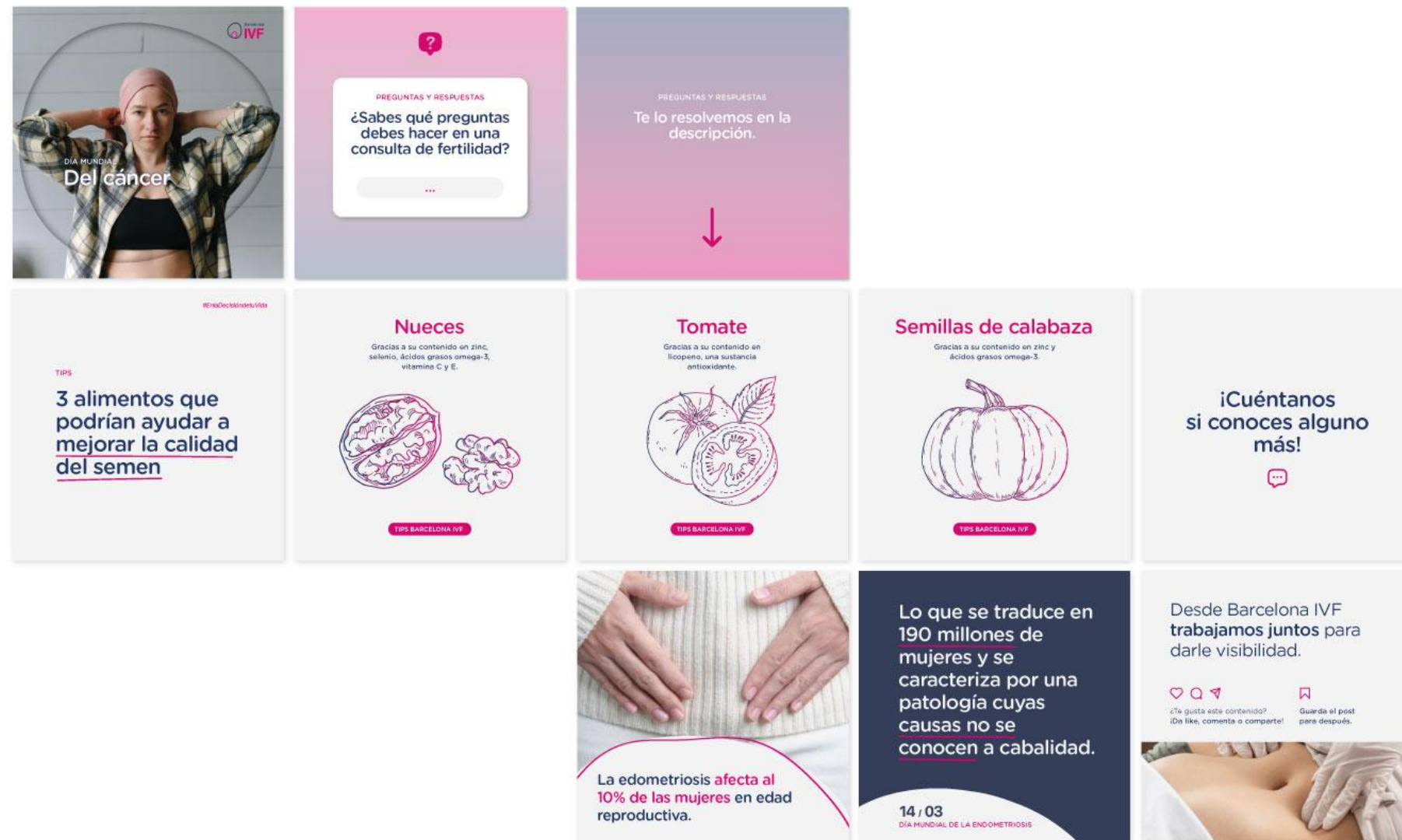
We/On was born from the division of one of the country's leading sports club chains: Metropolitan.

From the very beginning, they contacted RSB Agency seeking **experience and guidance** for launching a brand digitally in a highly competitive market.

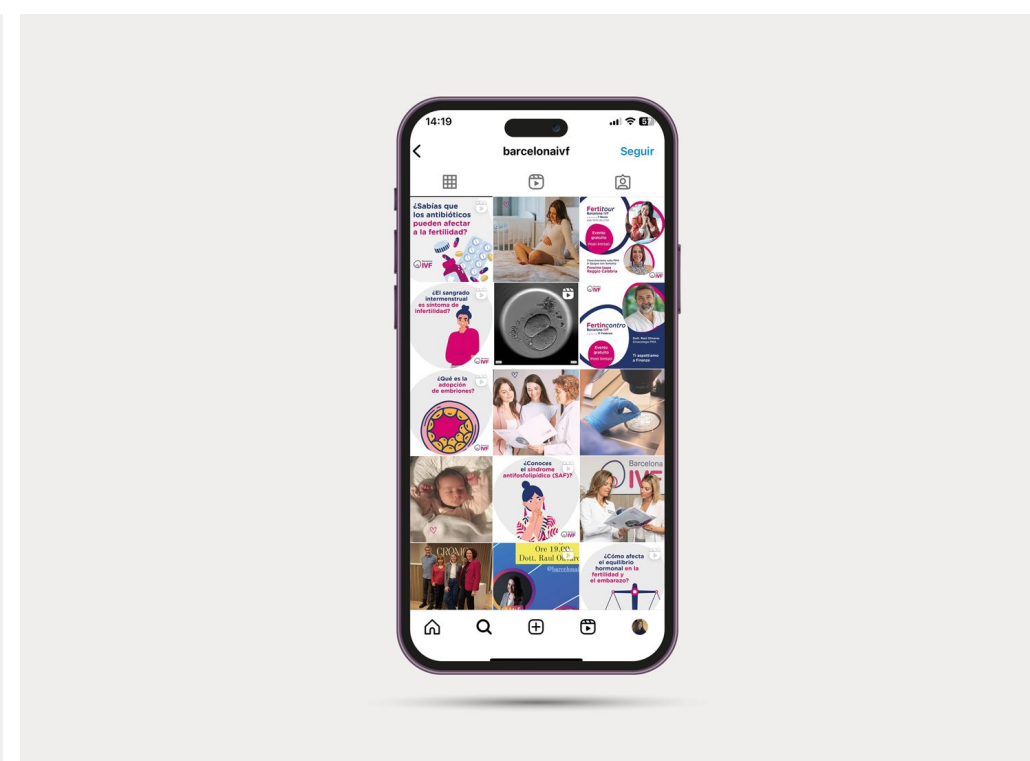
Together with the We/On team, we created their main site, We/On Sports Club, a comprehensive platform showcasing all their clubs and services. **From booking classes to exploring treatments**, the website connects users with the sports community and allows clients to manage all their content.

The system is fully prepared for the integration of future apps, which we will also develop at RSB in the short to medium term.

At RSB Agency, we are responsible for the **technical development and UX design, as well as the entire Ads strategy** (Google, Meta and TikTok).



Key projects.



Barcelona IVF

03 Success Cases

<https://barcelonaivf.com/>

Communication strategy

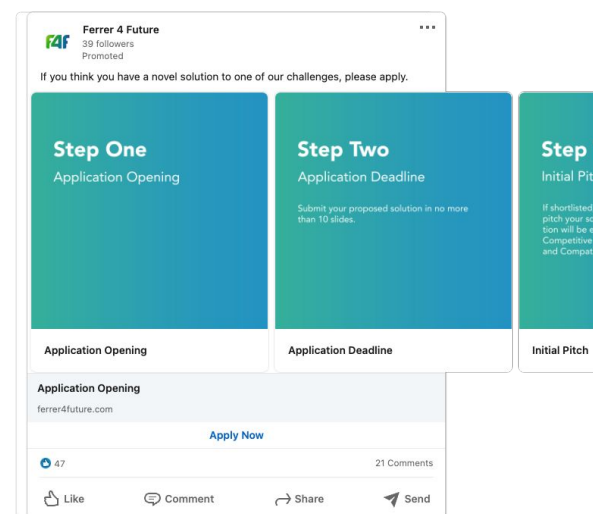
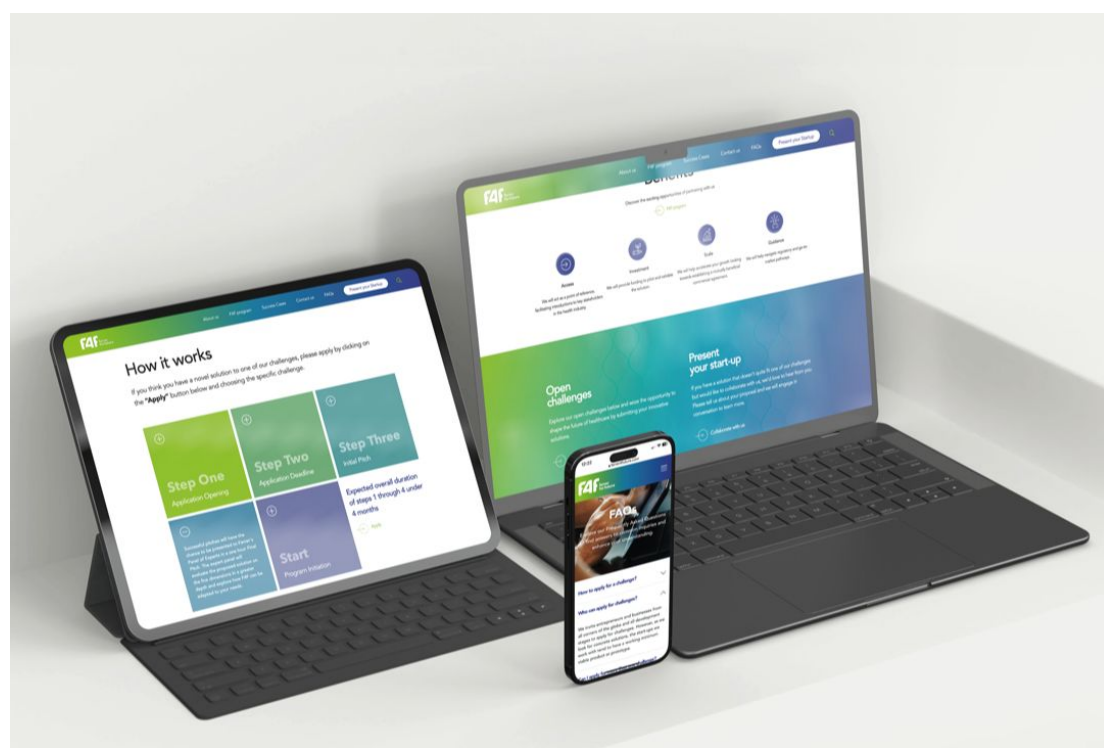
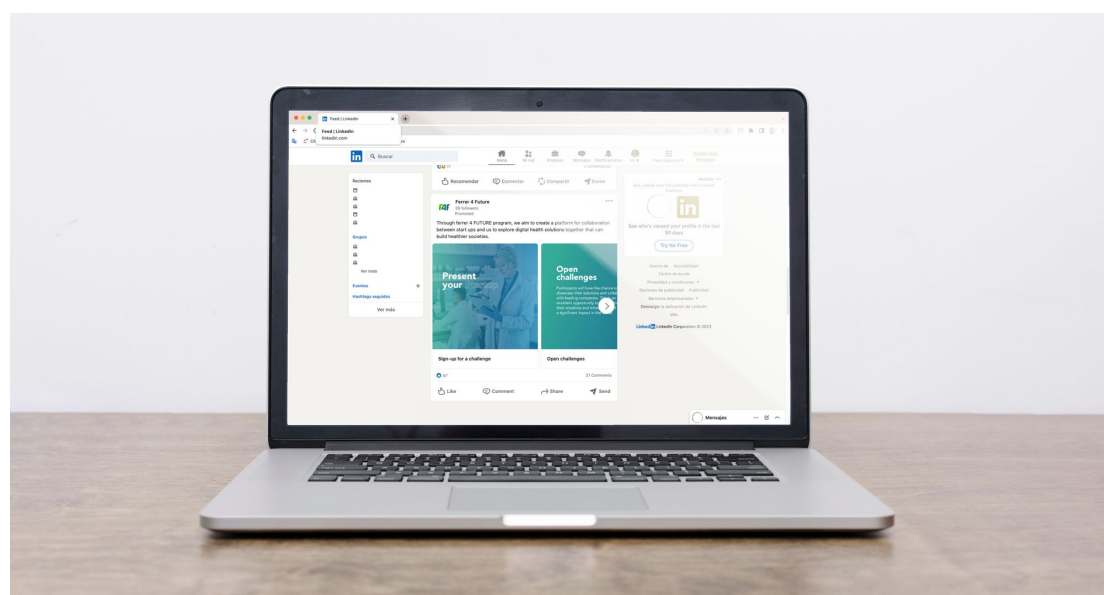
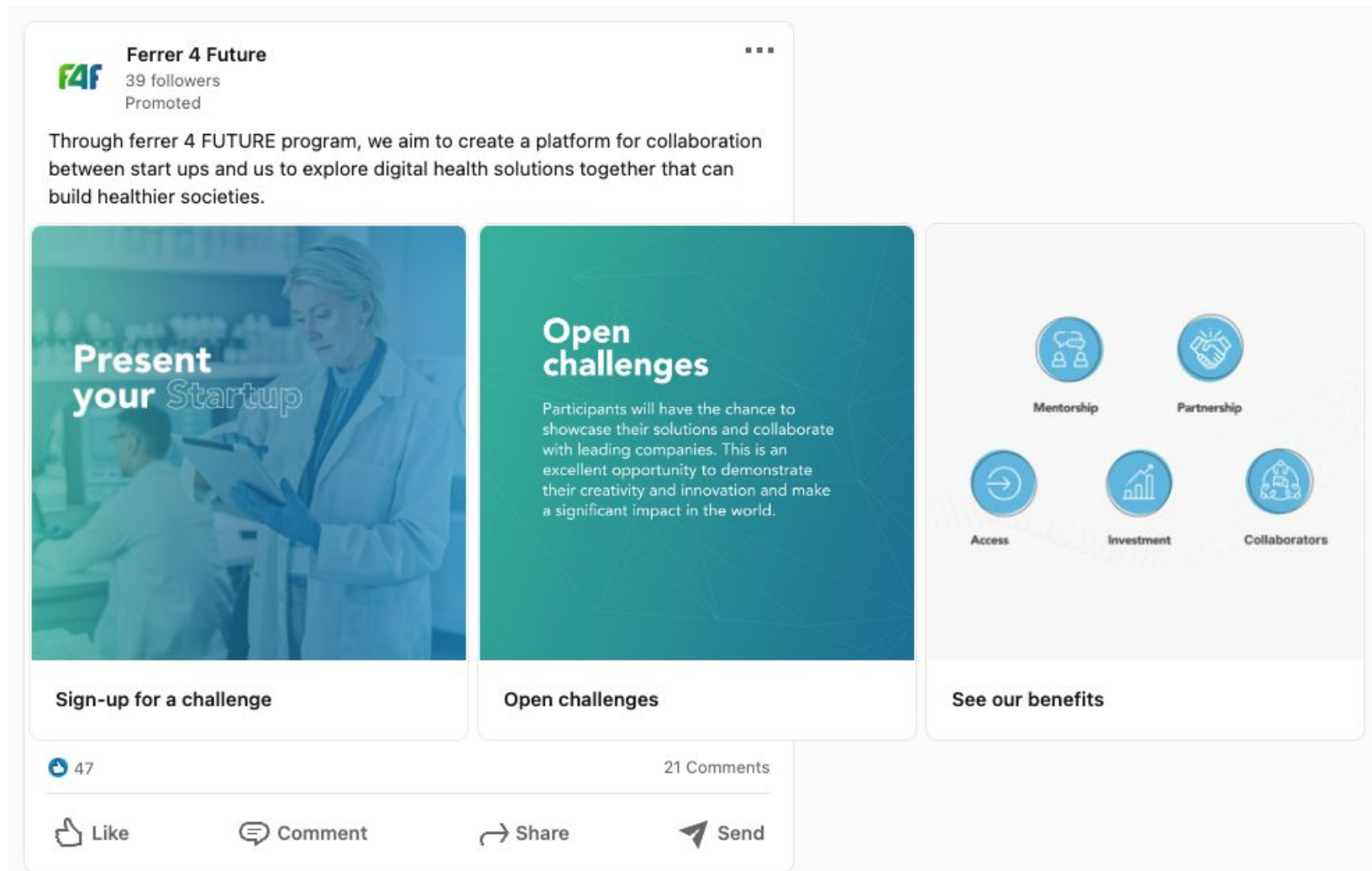
RSB was the agency responsible for the **conceptualization and development of the new website** for the fertility clinic

Barcelona IVF in 2019.

Subsequently, we won the management of their **digital strategy**, focused on **SEO** and **SEM**. To date, we have **tripled the organic traffic** compared to when we began the partnership.

At Ads level (SEM) across the **5 active markets**, we have **optimized the cost per conversion by reducing it by 50% and increased lead volume by 200%** during the months with the highest investment of the year, without increasing the cost per conversion.

In addition, we also **manage their social media**, working on creativity, design and content across the following channels: *Instagram, Google MyBusiness, Facebook, TikTok, X, YouTube and Podcasts.*



Ferrer4Future

03 Success Cases

ferrer4future.com

Strategy, management and Ads for LinkedIn

RSB has been collaborating with the pharmaceutical group Ferrer since 2023 as one of its technology and digital strategy agencies. Since the first collaboration, we have worked on various projects, including: Trinomia, Desactiva el dolor, Etoxi, F4F...

Each project has had different needs in terms of conceptualization, consulting, development, strategies and ongoing improvements.

For example, for Ferrer4Future we carried out a **digital transformation** based on:

- **Logo review**, brand refresh and website launch.
- Communication strategy and **LinkedIn Ads** strategy.

In terms of results for F4F, we achieved:

- A 28% reduction in cost per result.
- An increase in average CTR of more than 5%.
- A 70% decrease in average CPM.



Om Estética Barcelona

03 Success Cases

<https://omesteticabarcelona.com/>

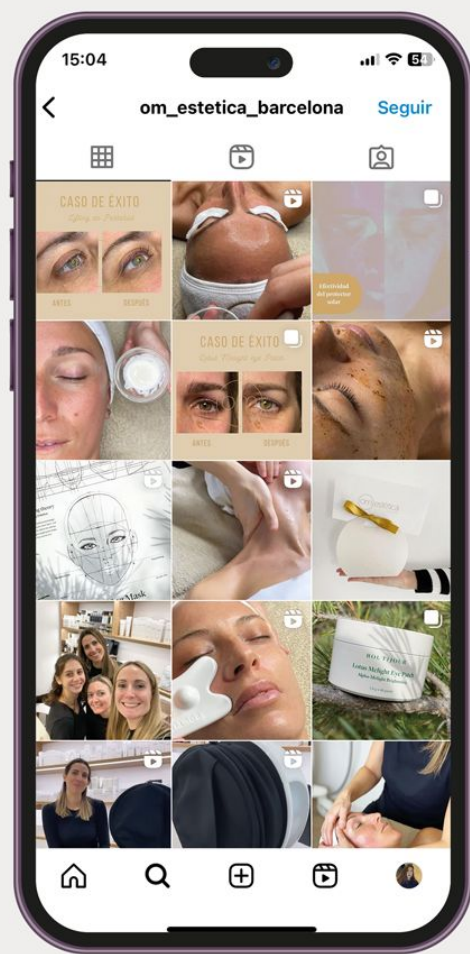
Comprehensive strategy: website, social media and ads

Om Estética Barcelona has trusted RSB since 2018 to manage all aspects of its brand, both digital and physical, including branding, card design and packaging.

After the **successful launch of its website and**

Shopify-based e-commerce, we focused on building a strong communication strategy, with a standout presence on Instagram.

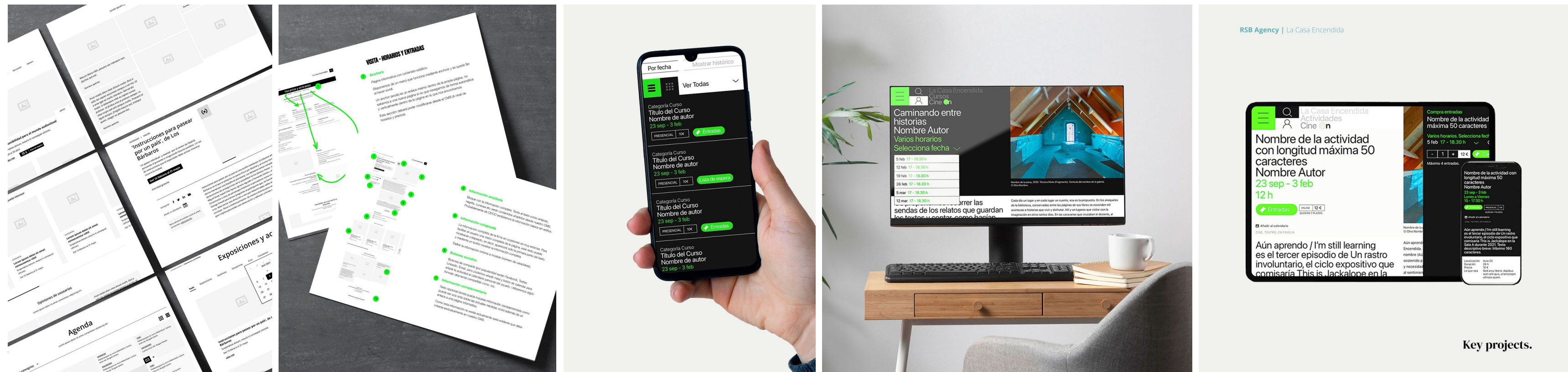
Our goal is to position Om Estética as a brand that combines care, cachet and approachability, showcasing treatments, products and results with a consistent visual identity. We also implemented Google Ads campaigns, link building and marketing automation to optimize traffic and results.



Leading cultural and social center in the city of Madrid

RSB has been responsible for the **digital strategy of La Casa Encendida since 2020**, when we carried out a comprehensive **digital audit** of the brand, concluding that a complete website renewal was necessary. The new site was subsequently defined, designed and developed by RSB's technical team, under the creative direction of the center-museum team.

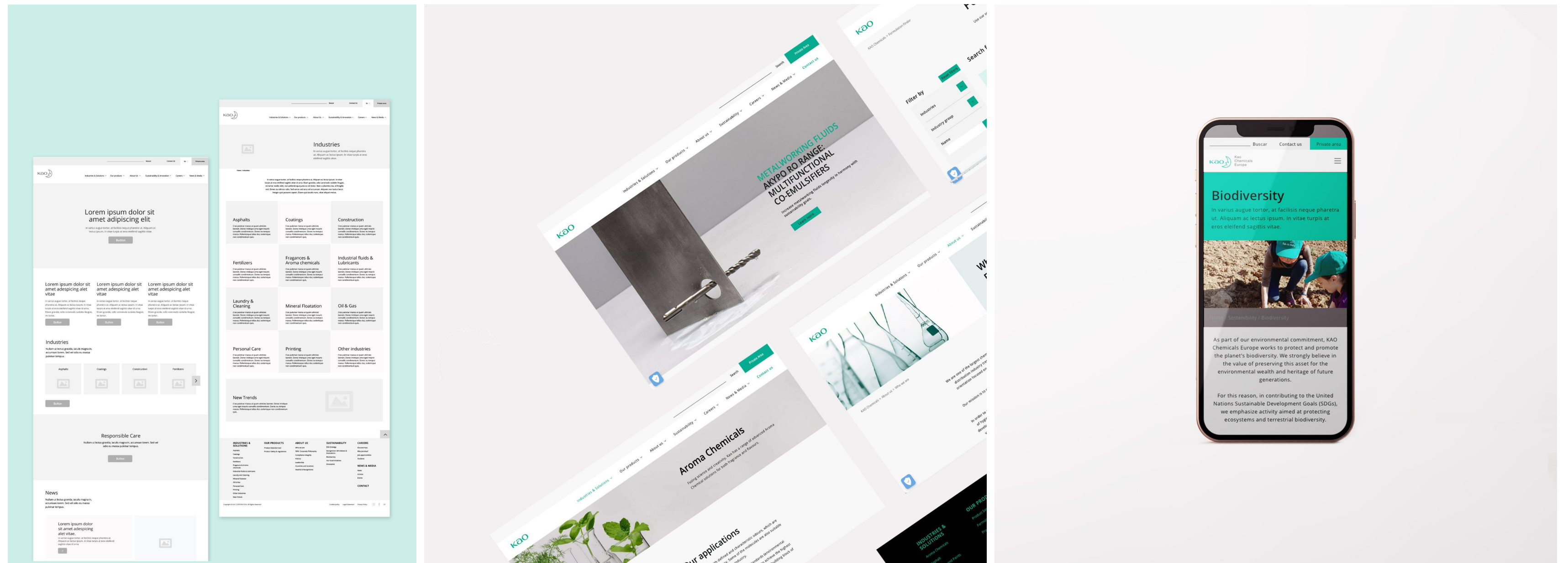
RSB is currently the center's digital partner, handling website maintenance and ongoing development, as well as SEO improvements and analysis and SEM **digital strategies**.



Key projects.

Renewal of Kao, global leader in the distribution of chemical products

RSB was the agency selected for the **digital renewal** of **Kao Chemicals**. We began with a **technical consultancy**, analyzing its highly complex **content structure**, and ultimately delivered a tailor-made navigation proposal. Once the **wireframes**, both desktop and mobile, were approved, we carried out the design and development of all its sections, including an e-commerce, based on the **brand manual** of the Japanese company. Currently, we are the agency **responsible for its SEO and SEM strategies**, as well as the **technical maintenance** and **ongoing** development of the website and its internal e-commerce.



DonPiso

03 Success Cases

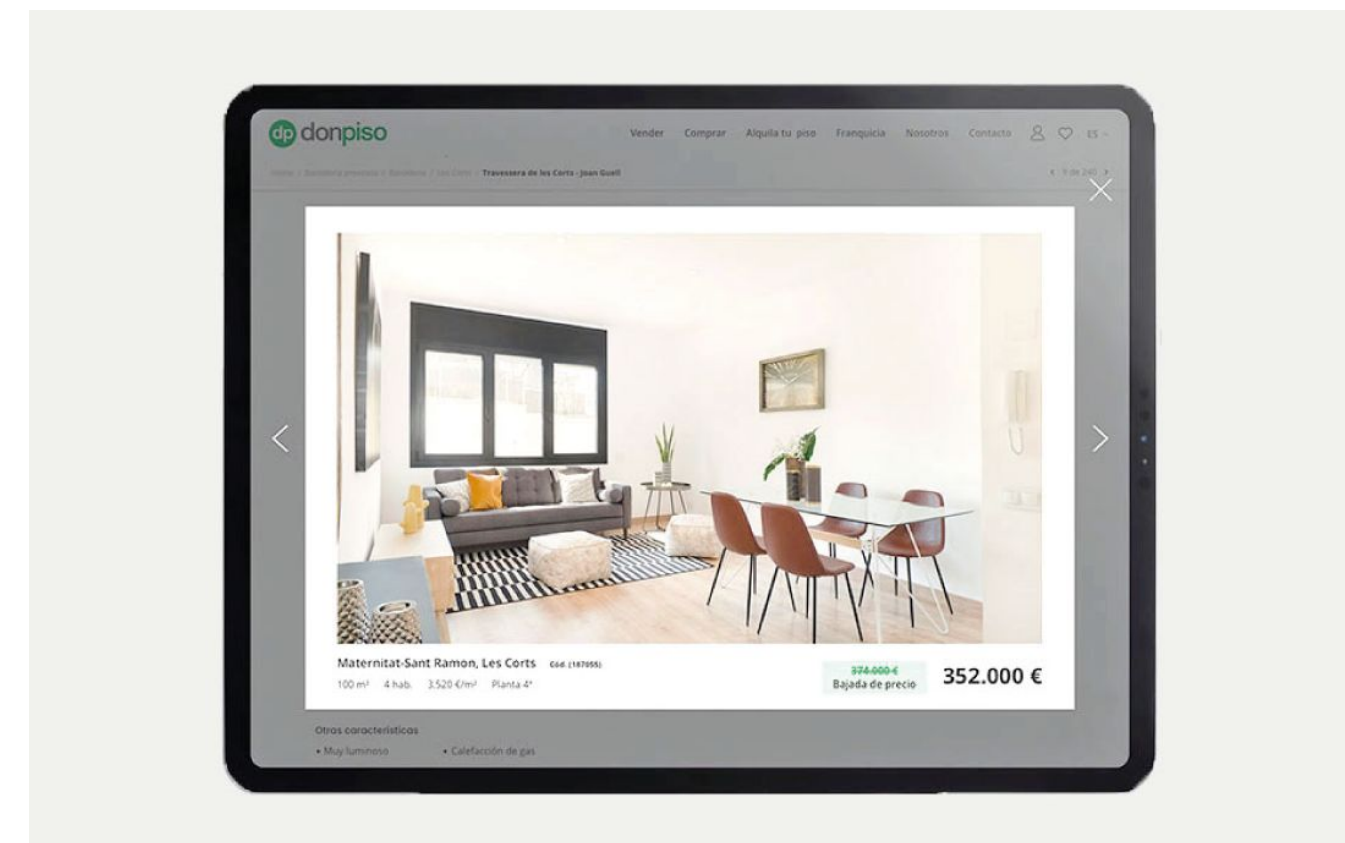
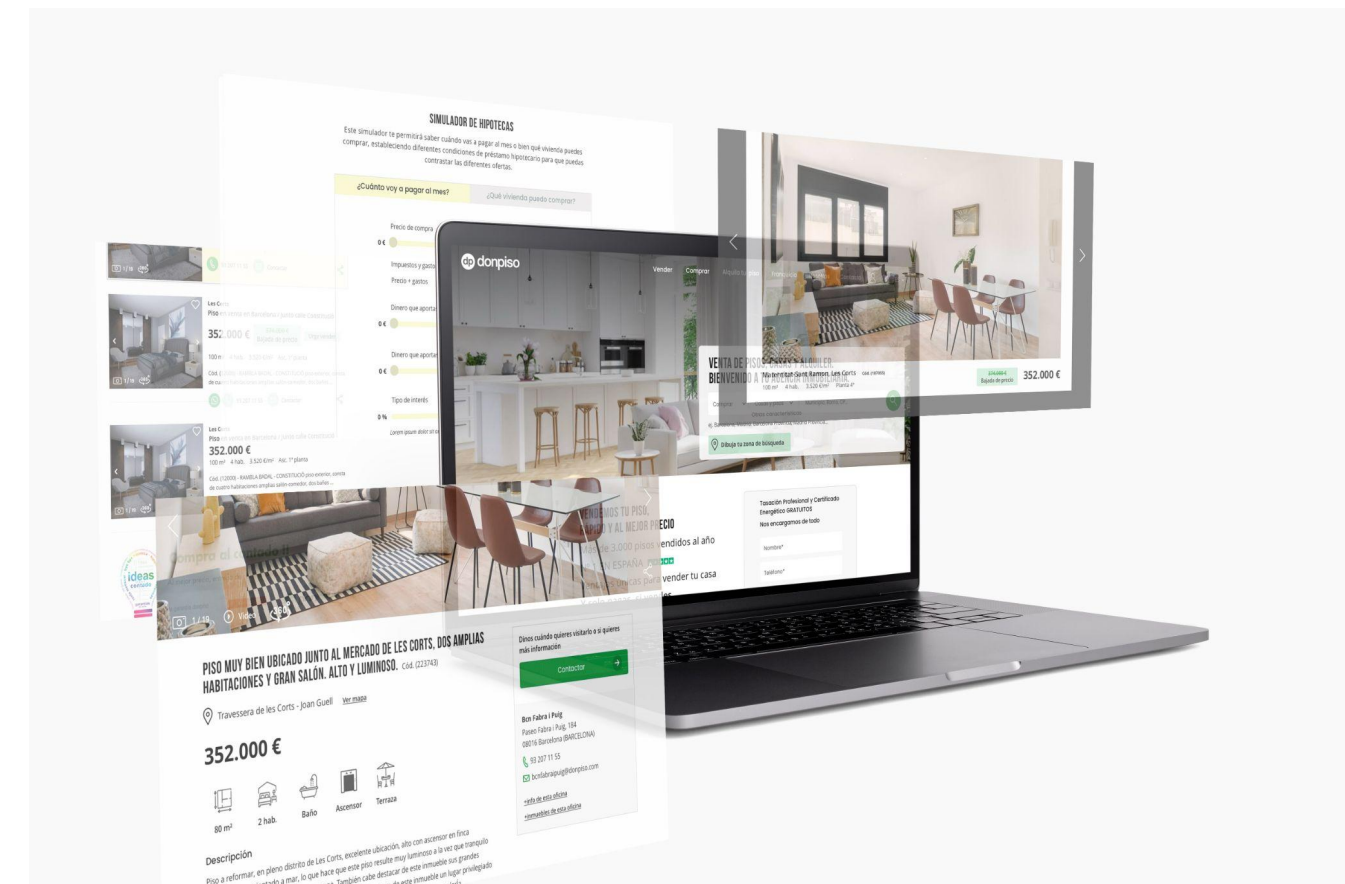
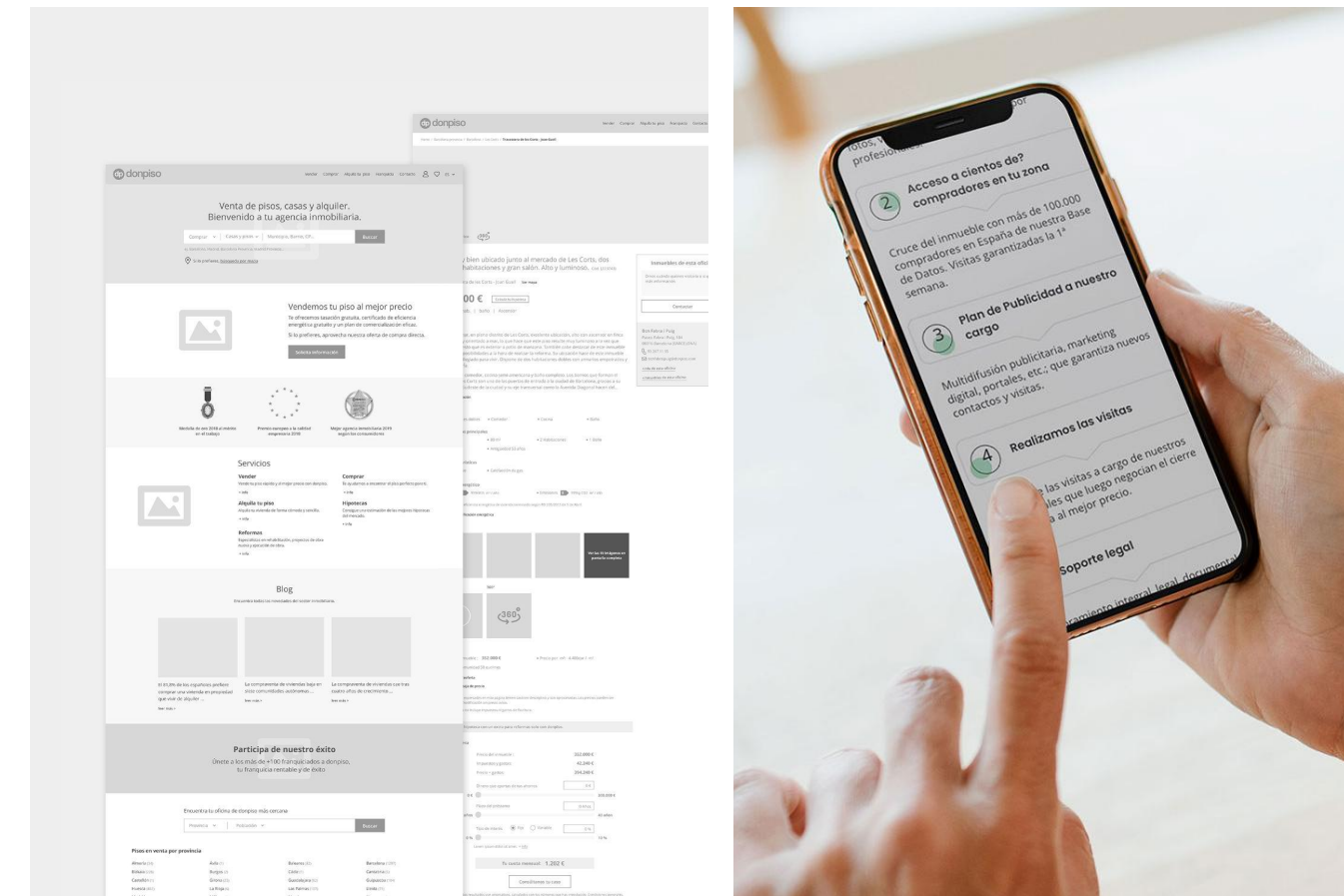
<https://www.donpiso.com/>

Digital transformation for Don Piso

Don Piso, a pioneering real estate agency in Spain since 1984, trusted RSB to **audit its website, redefine its content architecture and improve the site's UX.**

We delivered reports and proposals that digitally **transformed the brand.**

Finally, we **redesigned and built the entire main website**, creating a more defined and visually clean structure, and provided **technical support** throughout the integration process with the company's proprietary ERP.

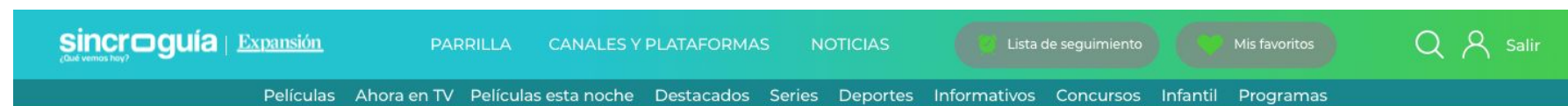


RSB

RSB AGENCY

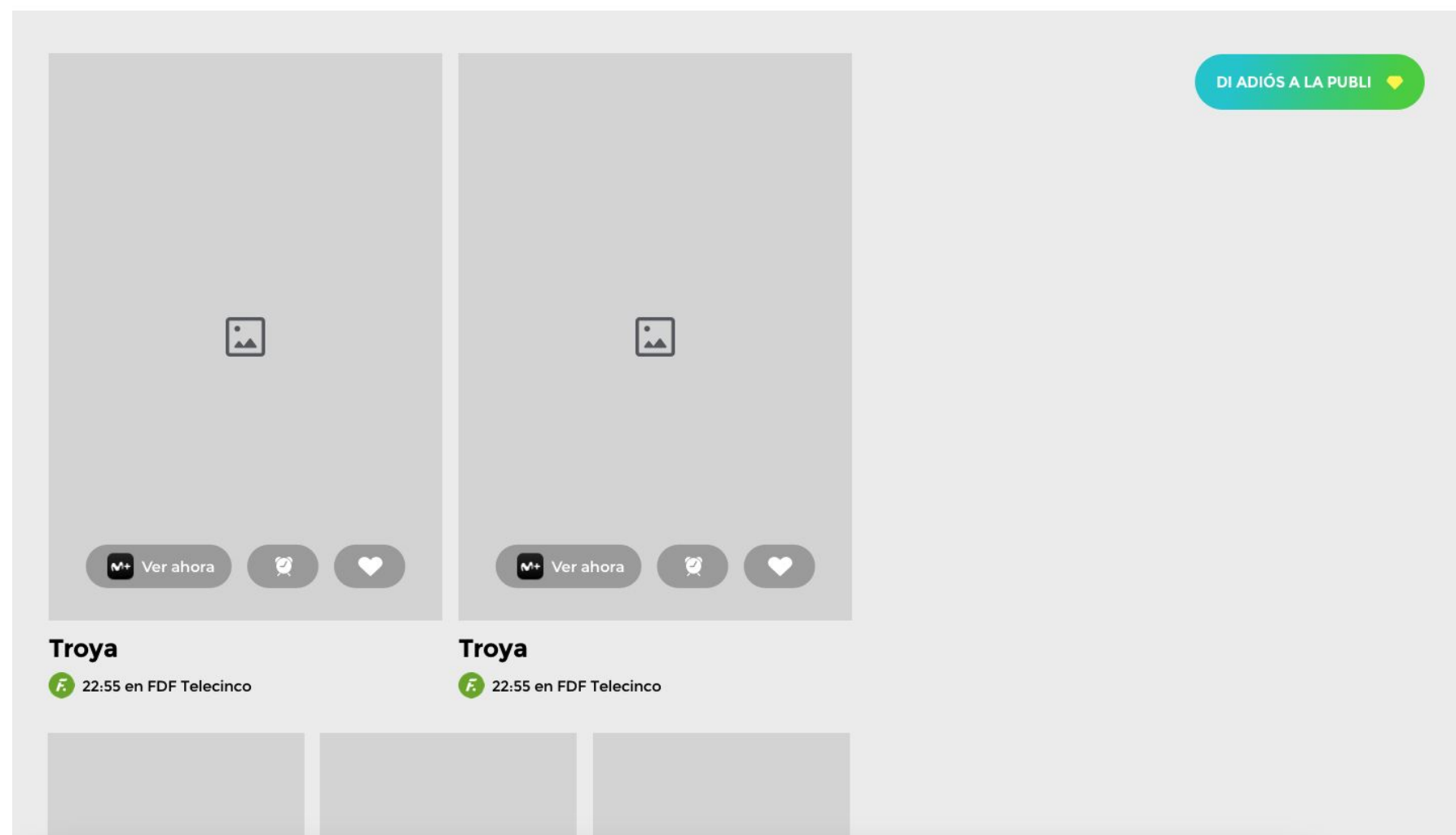
sincroguía

¿Qué vemos hoy?



Programación TV Hoy

Sincro Guía TV te ofrece la programación de la tele de todos los canales. Tanto la programación TDT como de canales de pago. Con nuestros selectores podrás ver que dan hoy en TV, [Leer más](#)



A preview of the new design that we will implement soon.

Sincroguía TV

03 Success Cases

<https://sincroguia-tv.expansion.com/>

What do we see today?

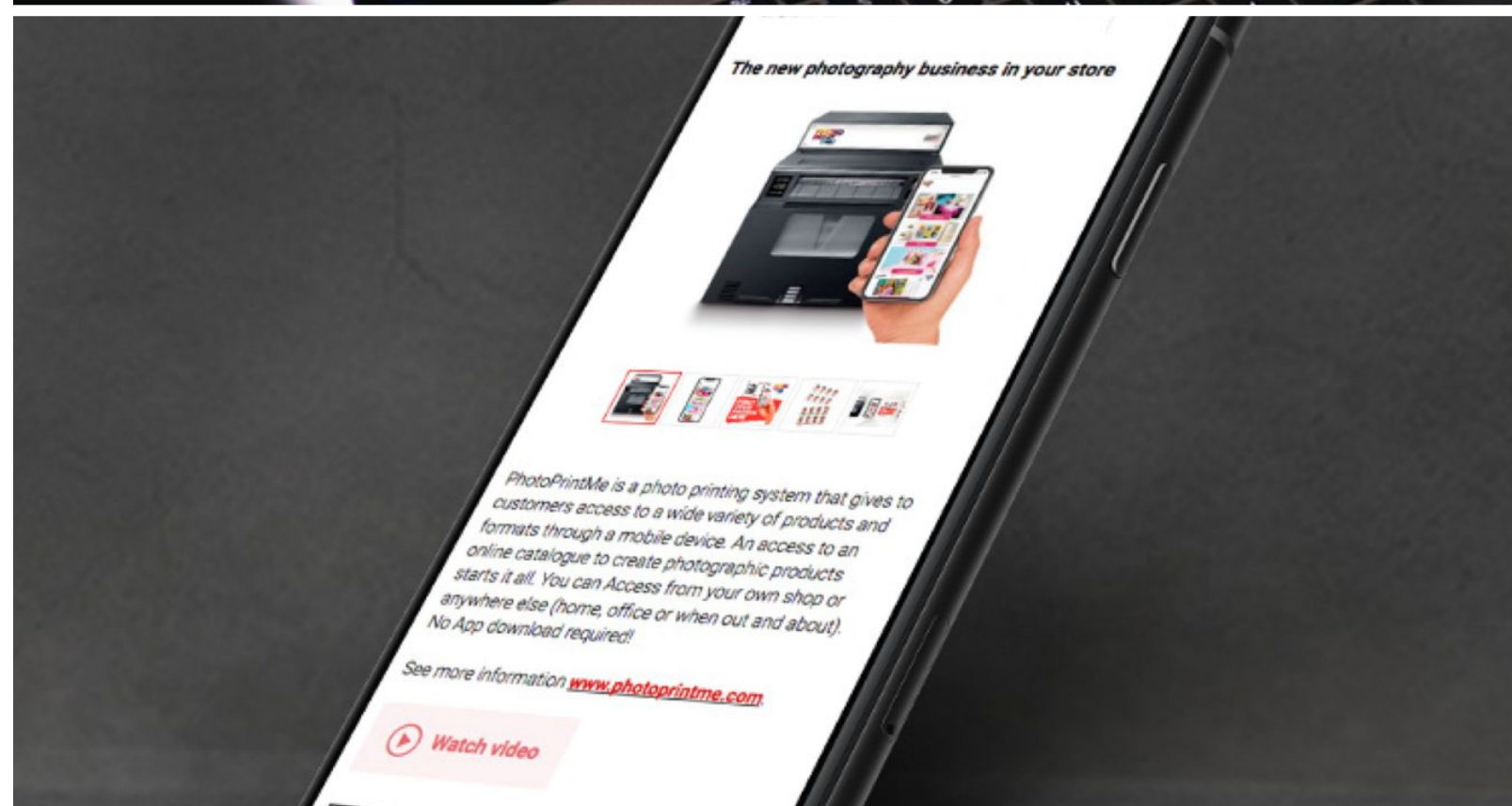
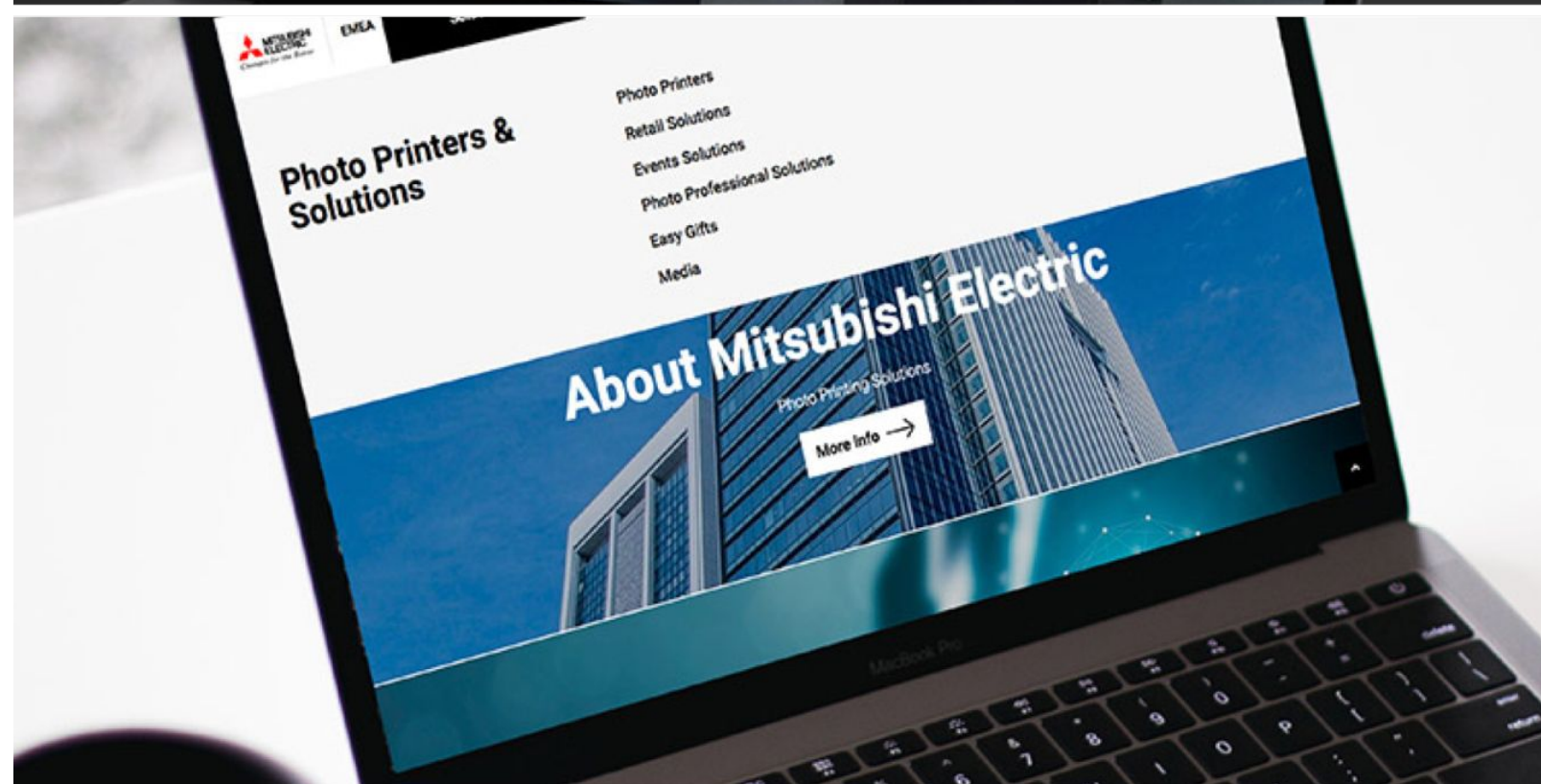
RSB has been the **technology partner** of Sincroguia TV since **2016**, in a sector where it competes directly with giants such as elmundo.es in the Spanish TV listings market.

Our **strategy focuses on route optimization, high-quality content and carefully planned collaborations.**

Thanks to our continued work, we have reached the **first position** in complex searches such as "Cine tv", "películas tdt" and "películas esta noche", outperforming our direct competitors.

Some relevant KPI's:

- An average of 500k active monthly users.
- +1,2 million monthly page views.
- Audience growth from 50K in 2016 vs. 400K in 2023.
 - currently stabilized at 500k users
 - +1,2 million monthly page views
 - Audience 2016 50K vs. 2023 400K



Proyecto Mitsubishi

03 Success Cases

<https://mitsubishielectric-printing.com/es/>

Driving global innovation

RSB was responsible for the **development of the new international** website for the printer division of the Japanese brand Mitsubishi Electric.

From the initial conceptualization and content structure phases to its design, development and final launch in 5 languages, our team, together with the company's marketing team, led this project.

The project began with a specific **audit and content tree** tailored to the division's needs, following the company's guidelines to ensure consistency across all brand division websites. Key aspects such as **usability and loading speed**, essential for strong site positioning, were taken into account, and a **custom content management** system was developed.

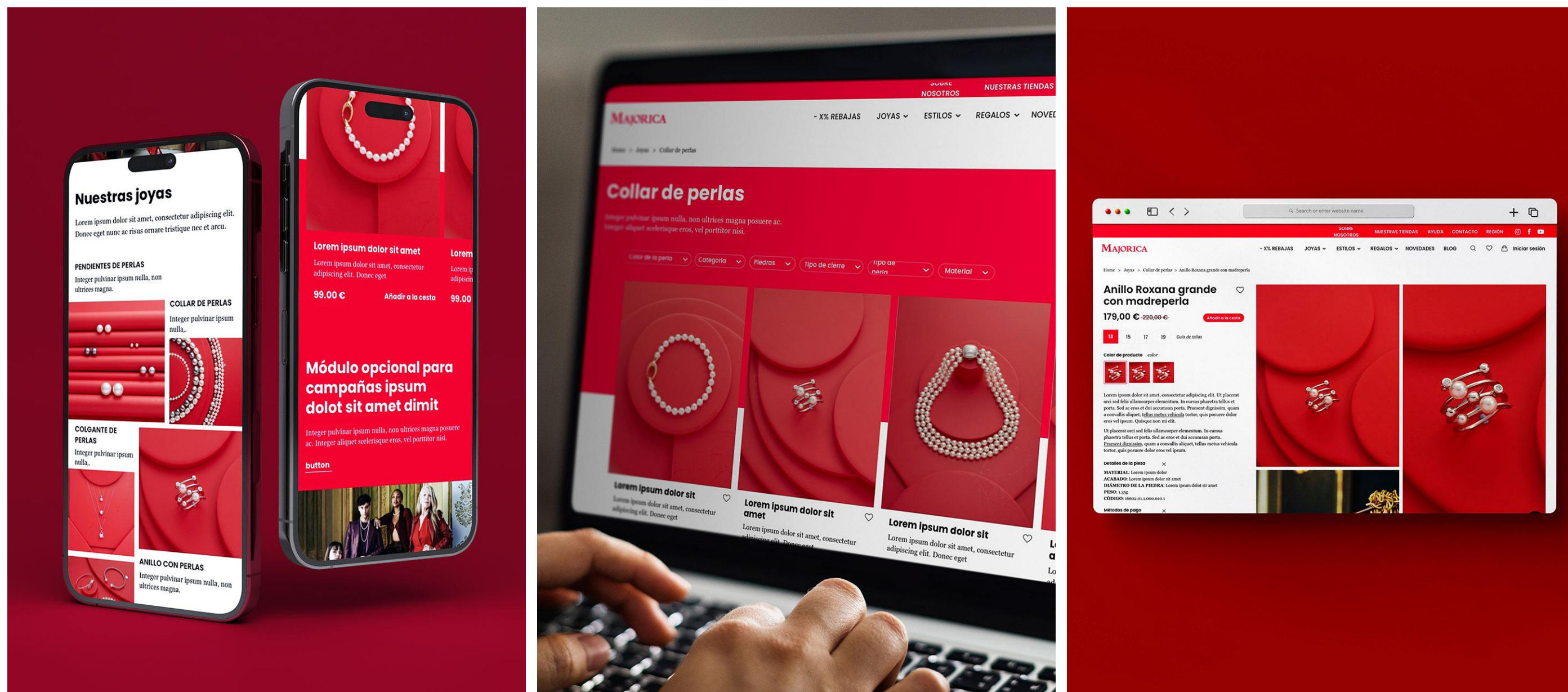
Although the Printer division is no longer a core focus for the company, RSB remains the agency responsible for its technological updates to this day.

Majorica modernizes its brand

Majorica, founded in 1890, faced the need to **modernize its brand** and reach a younger audience, conveying the message that pearls are for all ages and occasions.

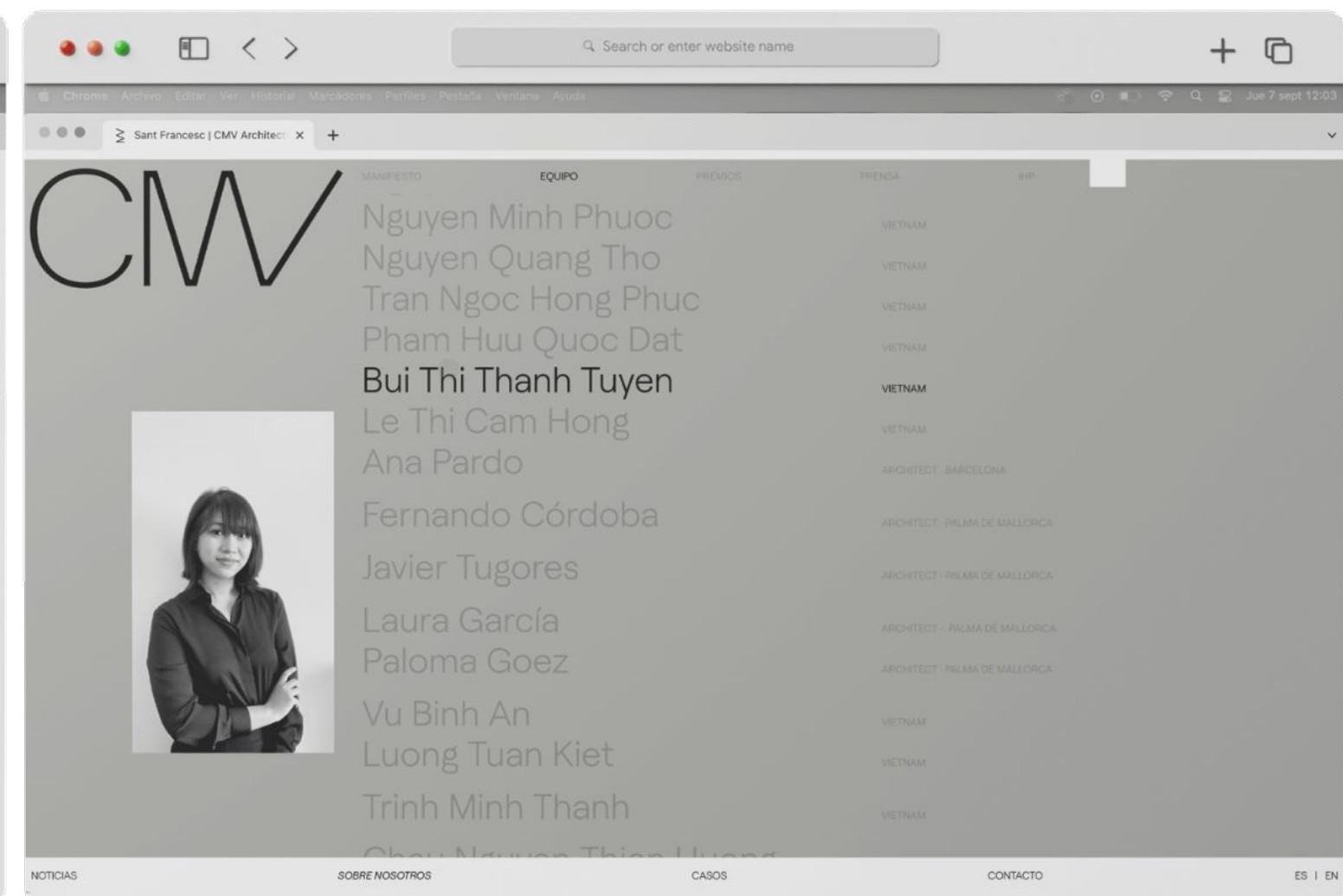
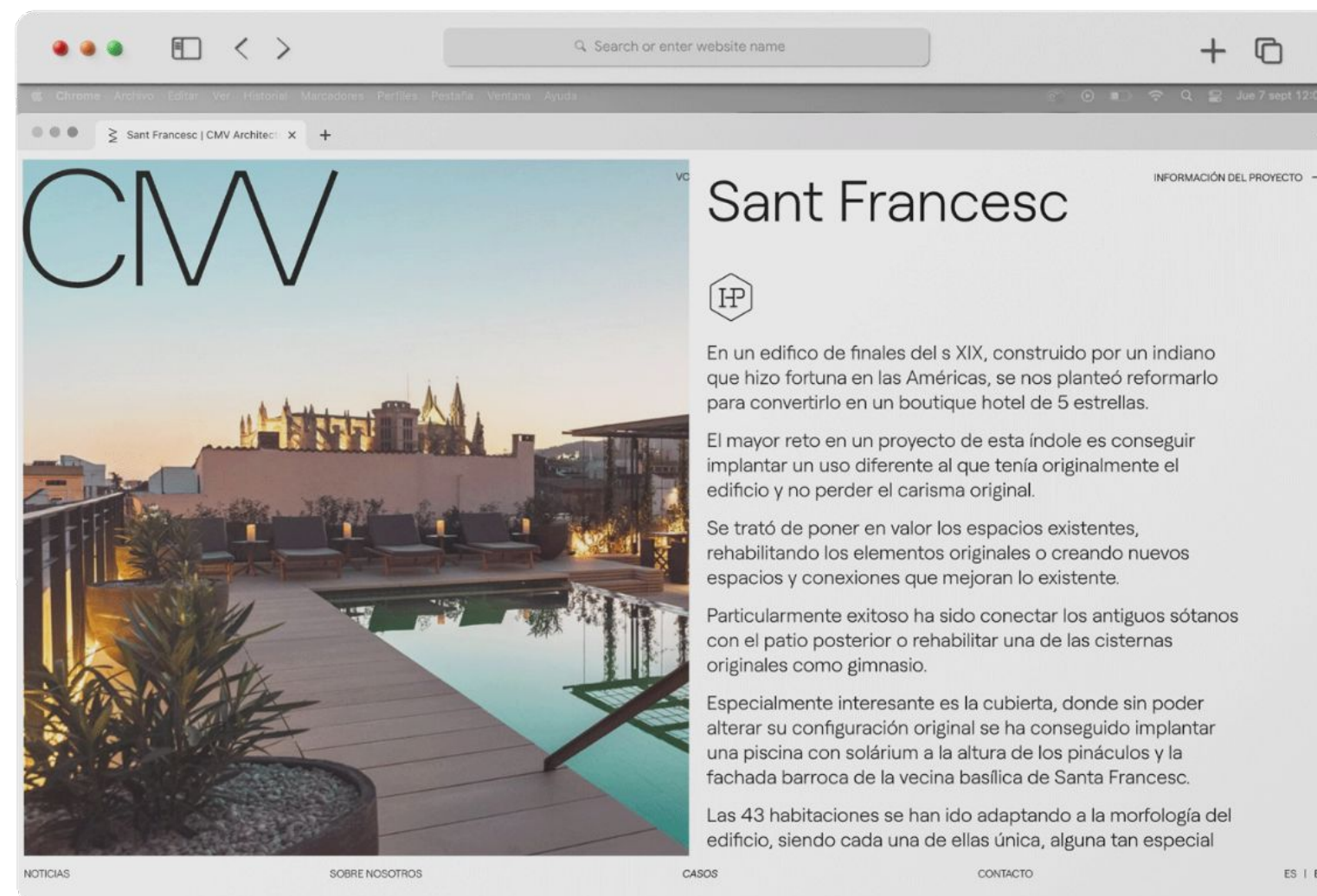
With a brand manual in hand, they turned to RSB to **conceptualize the new brand in the digital sphere.**

Through a **benchmarking** process within the fashion sector, an **SEO** study and a content **architecture analysis**, we defined a look&feel that met all requirements, placing special emphasis on the iconic Majorica red, and **creating a fully scalable, user-friendly and 100% up-to-date website.**



An international architecture firm with one of its offices in Barcelona

CMV had a clear need: they required a highly visual web platform where photographs of their projects would take center stage. Each page needed to offer full layout customization, allowing them to integrate exclusive structures and texts into every design.



Gràcies!
¡Gracias!
Thank you!

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