

Press release Merkle – a dentsu company

Merkle Switzerland becomes partner of Best of Swiss Apps and Best of Swiss Web

Zurich, 22. November 2022 - Digital agency [Merkle – a dentsu company](#) becomes a partner of the Best of Swiss Apps and Best of Swiss Web industry awards in Switzerland. Merkle will be committing to the two events for three years starting in 2023.

The Best of Swiss Apps and Best of Swiss Web industry awards welcome a new sponsoring partner on board: Merkle Switzerland. The digital agency for customer experience management (CXM) will support the two award ceremonies for three years starting in 2023.

*"After many years of successful cooperation both behind and in front of the scenes of the awards, we are now making our partnership official," says **Patrick Fromm, Head of Client Leadership Switzerland at Merkle.** "We look forward to working together over the next few years as part of the partnership to shine a spotlight on many exciting Swiss digital projects and contribute to the further development of this important award platform for the Swiss market."*

International agency with Swiss roots

The agency Merkle Switzerland was established in 2021 from the merger of the agencies Isobar and Namics and is headquartered in Zurich. The company has several offices in Europe. The data-driven digital agency specializes in optimizing personalized and cross-channel customer experiences. 1,800 employees in the DACH region (15,000 employees worldwide) develop personalized marketing strategies and campaigns for their customers. Since 2016, the digital agency has been part of the Dentsu International network and has since become the largest brand within the group.

Merkle and Namics play an important role in the history of Best of Swiss Apps and Best of Swiss Web. On the one hand, employees are and have been active in the juries and have helped with great commitment to further develop the awards and keep them up to date. On the other hand, Merkle has submitted its own projects for review every year and has regularly won outstanding awards. *"The fact that we can now intensify our cooperation within the framework of this sponsoring partnership and for the benefit of the entire industry makes me all the more pleased,"* says **Heinrich Meyer, Managing Director of Best of Swiss Web.**

About the Awards

The Best of Swiss Web Award has been recognizing outstanding web projects every year since 2001. As part of the Best of Swiss Apps Awards, outstanding mobile and web apps have been honored annually since 2013. The awards go to projects commissioned by Swiss companies or developed for Swiss companies. Best of Swiss Apps and Best of Swiss Web set quality standards and promote transparency in the Swiss app, software, mobile and web industry.

The call for entries for the Best of Swiss Web Award 2023 will start on November 30, 2022, and projects can be submitted until March 2, 2023. The award ceremony will take place on May 10, 2023.

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Picture material:



Christof Zogg, Jury Chairman at Best of Swiss Web GmbH; Heinrich Meyer, Managing Director Best of Swiss Web GmbH; Gail Junoy, Chief Marketing and Communications Officer at Merkle DACH; Patrick Fromm, Head of Client Leadership Switzerland at Merkle DACH (from left to right).



Best of Swiss Web GmbH

Best of Swiss Apps and Best of Swiss Web are initiatives of Netzmedien AG, the leading specialist media company for ICT, web, telecommunications and consumer electronics in Switzerland and publisher of "Netzwoche". Best of Swiss Web GmbH is responsible for the sponsorship.

About Merkle

Merkle is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies.

With 15,000+ employees worldwide and 1,800 in the DACH region, Merkle drives improved marketing results and competitive advantage for the Top 500 companies throughout the region as well as Eastern Europe. Our digital enthusiasts combine their expertise in Digital Transformation Strategy, MarTech Platforms, Creation, User Experience (UX), Customer Relationship Management (CRM), Data, Commerce, Mobile and Content Management System (CMS). Together we inspire transformation. We dream, we do, we deliver.

The merger of Namics and Isobar Switzerland and Austria creates a leading player in the DACH region in the field of customer experience management, data-driven creativity and marketing technology. Merkle has offices in Switzerland, Germany and Austria, as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined the dentsu network and has since become the largest brand within the group. For more information visit us at <http://www.merkleinc.ch> and follow us on [LinkedIn](#).

About dentsu

Part of dentsu, dentsu international is made up of six leadership brands - Carat, dentsu X, iProspect, Isobar, dentsu creative, Merkle, and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CXM and creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. In the DACH region, dentsu and its agencies offer the complete value chain of marketing services and are present in 18 locations with a team of more than 3,000 employees. www.dentsu.com