Bluerank is a customer journey digital agency. Company designs the customer path, diagnosing the needs of the brand based on the business area and analysis of the competition. The agency benefits from 18 years of experience, in multiple industries.

Bluerank is a business advisor and partner of the largest companies in Poland and around the world. It employs over one hundred certified professionals who work in close partnership with clients to achieve common goals.

The agency looks at the whole business of its client, planning synergy between online and offline activities. The offer is a response to trends, changes in algorithms and customer needs. In the area of performance, the agency focuses on analytics and consulting in the field of browsers, Marketing Analytics prioritizes GA4 implementations and privacy issues, positioning - data driven SEO, in the area of content it develops the aspect of management, and SMC offers the creation of content packages.

Bluerank works closely with external technology developers. Agency has been certified in using tools and advertising platforms of the most important suppliers on the market, including Google Premier Partner, Microsoft Advertising Partner, Meta Business Partner.

It also benefits from innovations that allow optimal management of advertising budgets such as Nethansa, Criteo, CHEQ and Questpass. It also develops its own tools, including Content Manager, FeedsAutomated and Blueattribution.

Bluerank offers its clients access to more than 2,000 specialists in 30 EU countries through its alliances, CEEDA and Dall.

Bluerank has been trusted by over 100 leading global and Polish brands from six continents, including Mitsubishi Motors, Philips, Mascus, Avon, Tchibo and every year the cooperation expands with 50+ new partners.

Most Bluerank clients work with the agency on a long-term basis. The average duration of cooperation is 3 years, and many have already exceeded 10 or even 15 years.

In 2020, Bluerank ranked second in Europe in the ranking of the most rewarded agencies in the prestigious European Search Awards. The company has also won many other prestigious awards in competitions including Google Premier Partner Awards, MIXX Awards and Performance Marketing Diamonds.