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Dobuss Group strengthens its value proposition by integrating Bring Connections

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Dobuss Group continues to advance its growth and diversification strategy by bringing in Bring Connections, a consultancy specialising in growth marketing. The integration strengthens the group's service offering, adding talent to tackle more comprehensive digital projects.

"The addition of Bring Connections reflects a vision that guides our growth strategy and future additions to the group: putting the customer at the centre and adding specialist capabilities that help them overcome challenges and achieve their business objectives. With Bring, we strengthen our ability to combine strategy, sector expertise and execution, offering increasingly comprehensive solutions tailored to each company's needs," said José Huertas, CEO of Dobuss Group.

For his part, Guillermo Fuentes, CEO of Bring Connections, said that "joining Dobuss Group is an opportunity to continue developing our value proposition and take on bigger challenges. This new chapter will allow us to combine our specialisation in growth with the capabilities and backing of a business group."

Specialisation in growth and sector expertise

Bring Connections has experience developing digital strategies for companies in sectors such as insurance, e-commerce and healthcare, where acquisition, conversion and retention processes require specific knowledge of each business model.

The consultancy is known for its involvement in its clients' strategies and a multidisciplinaryworking approach that brings together specialists in SEO, digital advertising, conversion rate optimisation (CRO) and analytics. This approach enables it to work in coordination with its clients' teams, from defining business objectives to carrying out the actions needed to achieve them.

With the integration of Bring Connections, Dobuss Group continues to strengthen its corporate structure and its position in marketing, communications and technology, investing in talent and expertise to meet its clients' needs.

About Dobuss Group

Dobuss Group is a business group founded in 2013 by entrepreneurs José Luis García-Morato and José Huertas. It currently comprises more than ten companies focused on the digital and communications sectors.

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