

15 Years of Business Factory: From Brno and Prague to Dubai

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What a journey it has been! From a small beginning in Brno in 2009, Business Factory has grown into a global marketing company. Its unique mixture of creativity, data, and innovation has driven the success of countless brands. Originally established as a performance marketing agency, it has grown into a dynamic company offering diverse services that combine the latest technologies with creative strategies to deliver exceptional results.

Eight People and One Big Vision

Fifteen years ago, Business Factory was just a small team of passionate individuals offering everything from performance marketing to SEO and IT support. *"We were a small group trying to cover everything possible,"* reflects Jan Pátek, CEO of Business Factory. This versatile approach supported rapid growth and laid the foundation for a strong client portfolio that continues to thrive.

From South Moravia to Asia

In 2014, Business Factory achieved a significant milestone by becoming one of only 50 Facebook Marketing Partners worldwide. It helped the company earn the trust of prominent clients like Česká spořitelna, FTV Prima, and others. Two years later, Business Factory opened its first international office in Warsaw, allowing it to reach Polish clients and enter a new market.

The growth continued with a new Dubai office in 2018, marking an entrance into the dynamic Middle East market and providing local support for regional clients. *"That same year, Business Factory also launched a creative team. We recognized the passion for creativity within the company and decided to nurture it. We believed creativity would set us apart and help us attract new clients,"* shares Lukáš Bartošek, Managing Director for the Czech and Slovak markets.

And six years later, Business Factory took another significant step by launching the Quority platform, which provides secure online campaign management and streamlines advertising efforts.

The Path to Tailored Solutions

Business Factory offers various services, including creative production, performance marketing, and strategic planning. With a team of 90 professionals and a strong commitment to investing in the latest technologies, the company delivers marketing solutions that are both precise and impactful.

The focus is on developing comprehensive marketing strategies that seamlessly combine performance and creativity. As Jan Pátek states: *"Today, Business Factory is a strong partner, driving innovation and actively contributing to our clients' growth and success."*

Plans for the Future

Business Factory remains committed to its ambitious growth plans in the years ahead, focusing on further enhancing its technological and creative capabilities. *"Business Factory is entering a new era. The era of creativity and strategic thinking. The company is evolving its mindset to become a strong marketing partner, turning opportunities into tangible results. The vision is to inspire, grow, and help clients excel in marketing. By combining courage, strategy, and creativity, lasting benefits will be created,"* concludes Lukáš Bartošek from the Business Factory.



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About us

[Business Factory](#) is an international marketing agency, standing at the forefront of online marketing for 14 years. Specializing in data-driven marketing, it crafts tailored solutions for its clients. Business Factory views its clients as equal partners, helping them achieve greater success. With offices in Brno, Prague, Dubai, and Warsaw, it offers services to brands across six continents.

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