

PRESS RELEASE

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UNIFY GLOBAL WINS GOLD AT THE 2025 MARCOM AWARDS FOR RYTHMIA SEM CAMPAIGN

Austin, TX — *Unify Global*, a North American digital marketing agency with offices in Austin, Texas and Toronto, Ontario, has been awarded **Gold** at the **2025 MarCom Awards** in the category *Advertising/Marketing | Online | SEM Campaign* for its performance-driven search marketing work with **Rythmia**, a world-renowned medically licensed luxury retreat in Costa Rica.

The winning campaign showcased Unify Global's ability to merge creativity, data, and technology to deliver measurable business growth.

Through continuous optimization, keyword restructuring, and data-driven creative testing, the campaign achieved significant improvements in conversion rate, cost efficiency, and qualified lead volume for Rythmia's retreat experiences.

"Winning a MarCom Gold Award is an incredible milestone for our team," said **Jason Sikora**, Senior Vice President at *Unify*. "This recognition reinforces our belief that measurable growth comes from the right balance of performance strategy and creative innovation. It's a proud moment for a growing independent agency like ours."

The **MarCom Awards**, administered by the **Association of Marketing and Communication Professionals (AMCP)**, celebrate excellence in marketing and communication across the globe. The 2025 competition received more than 6,500 entries from corporate marketing teams, agencies, and creative professionals worldwide.

"Our partnership with Unify has been instrumental in expanding Rythmia's reach to individuals seeking transformational experiences." said **Marina Glogovac**, President at *Rythmia Life Advancement Center*. "Their data-driven SEM strategy not only elevated our digital presence but also helped us connect with guests who truly value wellness and personal growth. We're proud to see our collaboration recognized with a MarCom Gold Award – it's a reflection of the shared passion and purpose behind everything we do."

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The winning submission can be viewed on the MarCom Awards website here:
<https://enter.amcpros.com/marcom/entry/rythmia/>.

About Unify Global

Unify Global is a North American digital marketing agency with offices in Austin, Texas and Toronto, Ontario. The agency brings together media, design, data, and technology to deliver meaningful growth for brands. Specializing in performance marketing, paid media, SEO, UX, and web development, Unify partners with clients across North America to drive measurable results. Learn more at www.unifyglobal.com.

About Rythmia Life Advancement Center

Rythmia Life Advancement Center is a world-renowned medically licensed luxury resort in Costa Rica that specializes in combining modern therapies with ancient healing practices. Offering transformative wellness experiences rooted in personal growth and holistic healing, Rythmia has guided more than 15,000 guests toward life-changing breakthroughs. Through its integrative approach—including plant medicine ceremonies, yoga, breathwork, and workshops—Rythmia continues to set the global standard for transformational retreats focused on mind, body, and spiritual well-being. Learn more at www.rythmialifeadvancementcenters.com.

About the MarCom Awards

The MarCom Awards honor excellence in marketing and communication. Administered by the Association of Marketing and Communication Professionals (AMCP), the competition recognizes outstanding achievement by creative professionals involved in the concept, direction, design, and production of marketing and communication materials and programs. Learn more at www.marcomawards.com.