

PRESS RELEASE

REMATCH: ITALIAONLINE AND KETCHUP ADV TOGETHER TO GIVE THE CUSTOMER THE MOST EFFECTIVE RETARGETING THANKS TO EMAIL/SMS

Milan, June 15th, 2020

Italiaonline, the main Italian internet player, and Ketchup ADV, Milanese performance marketing agency, have signed an agreement thanks to which IOL Advertising, becomes the exclusive concessionaire for Italy of Rematch, an e-mail/sms retargeting platform with already many customers all over Europe.

From today, retargeting - a feature that allows users to contact users who have passed through a commercial site outside that domain and aimed at their conversion - is even more profitable. Rematch, in fact, is a service whose proprietary technology - developed by the internal team of Ketchup ADV - allows you to contact anonymous visitors to an e-commerce, website or landing page by e-mail or SMS, offering personalized and profiled communications according to individual preferences.

Rematch is able to follow the user in the online navigation, thanks to the use of special profiling cookies, subsequently sending an email or an SMS to the user, with additional and commercial information about the products seen during the navigation. All this obviously respecting the privacy rules of the user himself. This allows you to efficiently convert your prospects into leads, redirecting users already interested in the customer's offers with excellent conversion rates.

Italiaonline, thanks to its widespread sales network throughout Italy and its leadership as an e-mail provider*, is able to contribute to a significant strengthening of the service; this allows it to provide customers with a unique and evolved tool with a strong performance connotation based on evergreen channels such as email and SMS, whose advantage is twofold: advertiser side, it becomes a powerful, further lever to communicate in a targeted and effective way with end consumers; user side, it helps to reduce the "pressure" making them receive mainly messages considered interesting and welcome, in line with their interests. The partnership between Italiaonline and Ketchup ADV on retargeting confirms Italiaonline's growing attention to the world of advertising with lead and performance targets.

"Retargeting is a very important step in the direction of ensuring performance that is increasingly in line with the expectations of our customers - says Massimo Crotti, head of Italiaonline's iOL Advertising dealership - In this historical moment, then, where e-commerce is recording very important numbers, it is another very effective tool to increase conversions. This is why we are particularly pleased to have the



exclusive concession of Rematch, which is a service that combines the potential of retargeting and mail marketing".

"The partnership with Italiaonline is a great opportunity for Ketchup ADV to give a "boost" to the Rematch product - says Serge Pastore CEO of Ketchup ADV. - In fact, we believe that Italiaonline's enormous information capital in terms of customer base, properties with a high number of unique users and important commercial relationships with the main players in the reference market can certainly give great satisfaction to this partnership and also consolidate the commercial collaboration between the two companies".

* With 9.4 million e-mail accounts Libero and Virgilio. Source: Internal data, March 2020.

(NB This is a translation of the Italian press release)

ITALIAONLINE

Italiaonline è la prima internet company italiana con 4,8 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,3 milioni da mobile, ed una market reach del 63%**. Italiaonline offre servizi di web marketing e di digital advertising, inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network ed i motori di ricerca. L'obiettivo strategico dell'azienda è consolidare la leadership italiana nel mercato del digital advertising per grandi account e nei servizi di marketing locale - con la mission di digitalizzare le PMI nazionali. Alle PMI, vera ossatura del paese, Italiaonline offre un portafoglio completo di prodotti integrato sull'intera catena del valore di servizi digitali, dalla presenza on line al digital advertising, al web design, al web marketing e alle soluzioni cloud.

Fanno oggi parte di Italiaonline i portali Libero, Virgilio e superEva, i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, la concessionaria di pubblicità online IOL Advertising e oltre 660 agenti che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs luglio 2019

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