



PRESS RELEASE

Italiaonline announces the adoption of ATS (Authenticated Traffic Solution) by LiveRamp

Milan, 30 June 2020 - Italiaonline announces a partnership with LiveRamp® (NYSE: RAMP), a leading platform for id-based data management. Italiaonline is the first major Italian publisher to collaborate with LiveRamp for its Authenticated Traffic Solution (ATS), which allows advertising based on people instead of cookies.

Italiaonline, with the most visited directories and online portals in Italy, as well as the main e-mail provider in the country, is undoubtedly an ideal partner to introduce LiveRamp's ATS in Italy.

The ever-changing digital landscape, characterized by increasingly stringent privacy regulations and, above all, by the overcoming of third-party cookies, makes it increasingly urgent for publishers around the world to adopt neutral, interoperable solutions that give priority to the protection of privacy.

LiveRamp is a trusted partner with a deep experience in protecting data security and user privacy through its data connection platform. Since 2016, LiveRamp has developed and implemented its people-based, privacy-first infrastructure. LiveRamp's identifier, IdentityLink, is widely adopted and used by major brands, publishers, data providers and technology partners globally.

In particular, publishers adopting LiveRamp's ATS can expect to gain benefits such as: maintaining the addressability of third-party cookies; increasing revenue on a high value audience across all browsers; being able to connect a quality audience to over 400 leading advertisers worldwide; and building data-partnership with agencies and brands.

Andrea Chiapponi, Chief Marketing Officer of Italiaonline says: "With the announced end of third-party cookies, our partnership with LiveRamp is an important step in offering people-centric advertising solutions. We believe that this natural evolution of the market can benefit end customers and users by making the entire advertising ecosystem more sustainable".

Vihan Sharma, CEO of LiveRamp Europe, said he was happy to expand LiveRamp's presence in the European market: "This is a key partnership for us, which will help LiveRamp to further expand its presence in Italy and Europe. Moreover, by combining the two advantages of ATS, we are pleased to be alongside Italiaonline in providing the best digital solutions to advance the country's business".

(nb this is a translation of the Italian press release)



Press Contact ITALIAONLINE

Marinella Mola -Davide Valenti

Via del Bosco Rinnovato 8, 20090 Assago (Milano)

Tel: +39 02 2904 7788

E-mail: pressarea@italiaonline.it

About Italiaonline

Italiaonline è la più grande internet company del Paese, presente in tutto il territorio nazionale. Opera nei segmenti Consumer, PMI e Grandi Clienti.

Nel segmento Consumer con i brand Libero, Virgilio, DiLei, QuiFinanza, Supereva, Buonissimo, SiViaggia, Pagine Bianche, Pagine Gialle, PgCasa, TuttoCittà, 89.24.24 e altri - Italiaonline raggiunge ogni giorno 6,2 milioni di utenti unici* di cui 4,3 milioni da mobile, con una market reach del 67%.**

Nel segmento PMI oltre 200mila Imprese oggi si affidano a IOL per servizi di presenza online, di sviluppo di siti vetrina o abilitati all'e-commerce, di web marketing e digital advertising (inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network e i motori di ricerca) e per tutte le soluzioni finalizzate ad aumentare il business e la reputazione online.

Italiaonline è presente nel segmento delle Grandi Aziende attraverso IOL Advertising, la prima concessionaria digitale in termini dimensionali del Paese, supportando i principali operatori economici del Paese nello sviluppo delle loro campagne di comunicazione digitale.

www.italiaonline.it

About LiveRamp

LiveRamp is the leading data connectivity platform for the safe and effective use of data. Powered by core identity resolution capabilities and an unparalleled network, LiveRamp enables companies and their partners to better connect, control, and activate data to transform customer experiences and generate more valuable business outcomes. LiveRamp's fully interoperable and neutral infrastructure delivers end-to-end addressability for the world's top brands, agencies, and publishers.

For more information, visit www.LiveRamp.uk.