



PRESS RELEASE

ITALIAONLINE PRESENTS LIBERO SHOPPING

Milan, February 8th, 2021

Italiaonline, the largest Italian internet company, owner among the others of the brand Libero.it, launches Libero Shopping, the new portal dedicated to online shopping, whose goal is to help users choose which product is best suited to their needs, for informed and satisfying purchases, at affordable prices.

On Libero Shopping are available a wide variety of buying guides and product tests made by experts and professionals in the field, with the support of the most authoritative reviews. The buying guides also include very easy-to-read comparison tables. At a glance, the user is able to identify the features of all products and compare them with each other, immediately weighing the advantages and disadvantages of each item. Evaluations take place absolutely independently of brands and manufacturers, with iso9001:2015 certified procedures and tests.

Home, tech, fashion and health & wellness are the categories with which the service debuts, which will increase monthly according to the trends and interests of users, providing the best online offers of technology products, furniture, make-up, clothing and fashion accessories, equipment and clothing for sports. Through a direct link, finally, the user is able to buy on the websites of the most famous vendors. Next step: during 2021 Libero Shopping will integrate videos and multimedia content to support it.

"In the year that has seen a huge increase in online transactions and e-commerce purchases, Libero Shopping's objective is to simplify the purchasing decision-making process of our users and readers by testing, analyzing and comparing the most popular products on the market for them. In this way we want to meet, once again, a need of our users, which is to buy products safely, aware of the pros and cons and reassured by the reviews of other buyers and the expertise of our experts," said Domenico Pascuzzi, Marketing Director Publishing Italiaonline.

<https://shopping.libero.it/>



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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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