



PRESS RELEASE

Visable and Italiaonline renew their exclusive partnership to help SMEs increase their online visibility

Milan, 17th February 2021

Being found on the world wide web has never been so important. Italiaonline is the largest Italian internet company, with a series of digital services and products specifically dedicated to SMEs. Visable offers SMEs a digital alternative to present their products and services online. The two companies have joined forces again, extending their exclusive partnership for another 3 years, in order to offer businesses the best visibility on the market, at the most competitive price.

While many SMBs across Europe are facing major marketing budget cuts in light of the pandemic, a growing number are actually planning to invest online. In a survey conducted by Visable with YouGov in July 2020, about 48% of SMBs in the DACH region (German-speaking European countries) said they would increase their digital marketing spend in 2021. The goal is to recover online the leads they would otherwise have generated at trade shows or with direct contact with potential customers.

But even looking beyond the crisis, visibility on the web is no longer a nice-to-have, it is now essential to reach decision-makers. This is reflected, for example, in the growing number of searches on B2B platforms, such as EUROPAGES and wlv, which reach around 4 million professional buyers every month.

Italiaonline offers a broad portfolio of digital marketing services, ranging from email delivery to web advertising, from sites & e-commerce to digital & social presence. The market leader in Italy has been a long-standing partner of Visable. "The decision to continue our collaboration with Visable is rooted in our long and fruitful partnership and confidence in the exceptional products and services Visable provides," explains Andrea Chiapponi, Chief Marketing Officer of Italiaonline.

Searches from the Italian peninsula make up 12% of global demand on both EUROPAGES and wlv. A large number of Italian companies choose to present their portfolio on Visable's platforms. Meanwhile, as the first Italian Internet Company, Italiaonline has a market reach of 62% with 28 million unique users per month. "Both Italiaonline and Visable are driven by a common goal, which is to help companies increase their online visibility and reach their targets as effectively and efficiently as possible," says Tarik Zahzah, Head of Partnerships at Visable.

A company profile on EUROPAGES or wlv allows Italian SMEs to make their products and services known to a larger number of professional buyers with a real and clear proposition of what they have to offer. Their





visibility on Google is also improved, as a presence on the platform allows them to rank much higher in search results. In this way, SMEs are able to increase the number of interactions with potential customers and suppliers, as well as the number of requests for quotes, calls and visits to their site - 24 hours a day, 365 days a year.

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

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 e altri - Italiaonline raggiunge ogni giorno 8,6 milioni di utenti unici* di cui 6,7 milioni da mobile, con una market reach del 62%**. 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. per le grandi e piccole imprese.

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs luglio 2020

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