



## PRESS RELEASE

### ITALIAONLINE APPOINTED GOOGLE PREMIER PARTNER 2022

Milan, 9th February 2022

Italiaonline, Italy's leading Internet company, has achieved Google Premier Partner 2022 status, reserved for the top 3% of partner companies.

This month, the Mountain View company recognized the achievements of the best digital marketing partners worldwide, awarding the relevant badge as part of the new Google Partners Program.

The Google Partners Program has undergone significant changes for 2022, including redefining what it means to be a Premier Partner, through new and enhanced requirements and by offering new benefits to Premier Partners to support growth and success with Google Ads.

Italiaonline is therefore part of a select group of Premier Partners in the Google Partners program. This program is designed for advertising agencies and third parties that manage Google Ads accounts on behalf of other brands or companies. Its mission is to provide Premier Partners like Italiaonline with innovative tools, resources and support to help their clients succeed and grow online.

We are happy and honored to be among the companies that have received this year's Premier Partner Badge from Google," commented Antonella Fanuzzi, Chief Web and Business Solutions Officer of Italiaonline. - It is an important recognition of the work we continue to do with a strategic partner like Google, of our ability to support the customer in the best way, as well as of our market positioning. A special thanks goes to the whole team, for achieving this business result and for the work done in the last year, which has seen Italiaonline excel in the use of the most advanced Google Ads solutions."

"Congratulations to our Premier Partners for being in the top 3% of Google Partners in Italy. These companies stand out for their commitment to developing product expertise, building relationships with new customers and supporting growth for existing customers. We look forward to supporting them as they help their customers succeed online," said Davang Shah, senior director, Google Ads Marketing.

(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 10,2 milioni di utenti unici\* di cui 7,5 milioni da mobile, con una market reach quasi del 63%\*\*. 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 2021, powered by Nielsen, TDA DAUs Jan 2021

\*\* Fonte: Audiweb View 2021, powered by Nielsen, TDA MAUs, Jan 2021

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