



Seat PG Italia Renews its Partnership With Google and Remains a Google AdWords Premium Partner

A Google AdWords Premium Partner since 2009, Seat PG Italia offers SMEs the ability to launch increasingly effective and customised advertising campaigns on the popular search engine, integrating them into its portfolio of marketing and advertising services

Turin, 14 October 2013 – Seat PG Italia has renewed its partnership with Google and will remain a Premium Partner of AdWords, the advertising programme that allows companies to promote themselves on the popular search engine and the Google Display network.

A Premium Partner since 2009, Seat PG Italia has integrated **Google AdWords into its PGclick portfolio of tools** and offers personalised advertising solutions created specifically for each SME, identifying the right combination of parameters for each company.

PGclick is the solution created by Seat PG Italia that allows for the identification of the particular characteristics of each category of products and services and communication needs, and thus, according to companies' spending requirements, the organization of the best campaign to maximize the efficacy and efficiency of communications activities on the leading search engine.

The agreement between the two companies has yielded important results, both from the point of view of sales and in terms of efficacy for SMEs: thanks to PGclick, more than 25,000 thousand customers of Seat PG Italia have been able to launch online advertising campaigns.

*"We have always been a privileged stakeholder of Italian SMEs and are therefore committed to reaching excellent performances through constant innovation: our aim is to act as an all-round business partner for our clients, with a range of technological products and consultancy services that can fully meet the needs of each company. Our partnership with Google is part of this framework and represents a core element of our Web services offering," commented **Vincenzo Santelia, Chief Executive Officer of Seat PG.** "We have been collaborating with Google for five years now, and we believe that this alliance of ours yields advantages for the entire Italian economy, which, especially at this difficult time, increasingly needs effective, high-performance tools."*

Through a network of agencies located throughout all of Italy and as an AdWords Premium Partner, Seat PG Italia offers a full range of consulting services for promoting businesses on the Internet.

Seat PG Italia offers cutting-edge services and technologies that, along with advice from expert professionals well integrated into the local economy, provide support for company business. Company marketing services range across a number of platforms and channels, with a strong focus on digital, and include activities in support of visibility on the Web and mobile devices (such as the creation and management of websites and mobile sites, the creation of multimedia content and an effective presence on the social networks), as well as measures aimed at launching or implementing e-commerce and couponing initiatives.



For further information, please visit <http://www.seat.it/>

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