



ITALIAONLINE CHOOSES COMSCORE VALIDATE CAMPAIGN ESSENTIALS (VCE)
FOR THE MEASUREMENT OF VIEWABILITY OF ONLINE ADVERTISING CAMPAIGNS

The innovative comScore tool measures
the real audience of online advertising

The ad viewability rate of Italiaonline's main properties (including Libero.it) has already reached a percentage of 57%, against a comScore-measured US average, which stands at 46%

Italiaonline, the Italian internet company which owns, among other web properties, the portals Libero and Virgilio, is one of the first Italian players (in the offer field) to have evaluated and chosen validated Campaign Essentials (VCE) by comScore - the leading company in measuring the digital world - to evaluate the efficacy of online campaigns in terms of the actual viewability and demographic target reached.

The choice of Italiaonline is part of the qualitative development of its offer to the market, supplied by the internal sales agency Italiaonline ADV, which aims to respond promptly to the needs of advertisers to evaluate and measure the effects of online communication, in terms of visibility, geographical areas, target audience reach; assessments that require increasingly advanced and sophisticated tools and metrics that go beyond the standard of the Internet, based on impressions and generated click-throughs. In this scenario, we are determining the future choices of investors.

The value of VCE comScore is in the exact measurement of validated impressions, which detects the real audience, through the integrated monitoring of all aspects of a campaign, from the audience reached, to visibility and geographic coverage.

"In the past year we have seen the quality of our audience growing and improving in parallel with the development of our web properties and of the adv formats we offer to the market; we believe in the solutions we provide to our customers and we want to give them all the tools necessary to assess their effectiveness in total transparency. comScore, already established in the United States as the most authoritative global leader in measuring the digital world, found that the rate of ad viewability of Libero.it portal reaches a percentage of 57%, far exceeding the US average, which stood to 46%, "commented Gabriele Mirra Vice President Business Unit Portal ItaliaOnLine.

Specifically, the key variables monitored by VCE are: the actual views of ads for which at least 50% of the pixels have been in-view to the user for at least one second; geographical coverage, through the recognition of impressions delivered in areas other than those planned; impressions generated by non-human traffic, such as spiders, bots or unknown domains and those delivered to sites with inappropriate content, which are identified and blocked automatically to ensure greater reliability and security.

The viewability is another element that enables marketers in the industry to optimize more and more advertising campaigns, relying on data viewability updated in close-to real time.

In the next few weeks we will start the first campaigns integrating validate Campaign Essentials.

Italiaonline

Italiaonline S.r.l. è la società che raggruppa ed incorpora tutti i brand e gli asset di Matrix S.p.A. e di Italiaonline S.r.l. (già Libero S.r.l.), a seguito dell'acquisizione di Matrix da parte di Libero, conclusa a Novembre 2012, e alla successiva fusione per incorporazione di Matrix nella Italiaonline S.r.l., conclusasi a dicembre 2013. È indirettamente controllata dalla Orascom TMT Investments S.r.l. tramite la Libero Acquisition S.r.l., società che fanno capo al magnate egiziano Naguib Sawiris, protagonista a livello mondiale nel settore delle telecomunicazioni. Fanno oggi parte di Italiaonline i portali Libero e Virgilio, i web magazine Di•Lei, TotalTech QuiFinanza e SportStadio, la piattaforma video ViTV, le utility 1254 e Apritisito, le concessionarie di web advertising Italiaonline ADV e Italiaonline Local, il solution provider IT.NET.

Media Contact:

Simona Vecchies - Giorgio Marigliano
Image Building
Via Privata Maria Teresa, 11
20123 Milano
Mobile: +39 02 89011300
E-mail: tlc@imagebuilding.it