



## PRESS RELEASE

### ITALIAONLINE LAUNCHES THE CUSTOM VERSION OF IOL AUDIENCE, MEDIA PLANNING OFFER FOR SMEs FOR MARKETING CAMPAIGNS AT HIGH CONVERSION RATE

iOL Audience Custom allows you to build a customized audience for SMEs to run marketing and remarketing campaigns

The audience, tailor-made by the PMI, is made up of all the visitors of the Italiaonline websites profiled for purchase intentions and reached, with the same message, also on the Google, Facebook and Bing platforms

*Milan, July 4th, 2018*

Italiaonline continues its digitalization mission of Italian companies and launches a new product, **iOL Audience Custom**, an evolved version of iOL Audience with which Italiaonline builds the perfect audience for its businesses Clients, especially SMEs.

With iOL Audience Custom Italiaonline ensures at any time a pool of users always up-to-date for businesses Customers who want to start online campaigns; in fact, Italiaonline is able to select and profile visitors for their properties for purchase intentions.

It is therefore possible to reach, with digital advertising campaigns with a high conversion rate, a group of users who on the net has shown interest at least once for the products and services of the Customer. This is a peculiarity that only Italiaonline can offer, thanks to the availability of first-party data deriving from the use of Italiaonline services, first of all the Libero Mail, the most important Italian e-mail service, and the PagineGialle.it, PagineBianche directories. it and PgCasa.it.

This in detail the operation: when the user searches for a service or product in particular and transits from the Italiaonline portals, he will find every time he browses, even visiting other sites, search engines and social networks, the announcement of the product or service object of the his initial research. This is because with iOL Audience Custom Italiaonline builds a database in which anonymously each user's passage is tracked in each of the sites and / or applications of the audience: this allows, among other things, the so-called retargeting, or the achievement of the user several times in different places with the same message.

"SMEs represent a vast market that has not yet been explored and supported, so we decided to cover a need of companies that need more advanced media planning, but do not have the right skills. With this evolution we generate the best possible audience and give the opportunity to medium and small





businesses to access products previously reserved only for large companies. With iOL Audience Custom, we do for SMEs what a great media planner like WPP does for a big brand, "commented **Antonio Converti**, CEO of Italiaonline.

"iOL Audience Custom is the natural evolution of our Digital Advertising offer", commented **Carlo Meglio**, Italiaonline's Chief Development and Innovation Officer "because it allows to combine the richness, the quality, the freshness of the data of the Italiaonline audience with the the need of Italian SMEs to direct their advertising messages to users who are really interested in their products / services wherever they are on the internet (sites, search engines, social networks). The offer is managed by our center of excellence of digital marketing Moqu ADV in Florence ".

(N.B. This is a translation of the Italian press release)

#### ITALIAONLINE

La nuova Italiaonline è la società nata dalla fusione per incorporazione di Italiaonline S.p.A. in SEAT Pagine Gialle S.p.A., il cui obiettivo strategico è consolidare la leadership nel mercato del digital advertising per grandi account e nei servizi di marketing locale, con la mission di digitalizzare le PMI, vera ossatura economica del Paese.

Italiaonline è direttamente controllata dalla Libero Acquisition S.à.r.l. - società di diritto lussemburghese che fa capo alla famiglia Sawiris - e dai fondi GoldenTree Asset Management Lux S. à r.l., GoldenTree SG Partners L.P., GT NM LP, San Bernardino County Employees' Retirement Association, GL Europe Luxembourg S. à r.l.

Fanno oggi parte di Italiaonline i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, i portali Libero, Virgilio e superEva, le utility 892424 e 1240, la concessionaria di pubblicità online IOL Advertising e più di 60 Media Agency diffuse lungo tutta la penisola che costituiscono, con oltre 800 agenti, la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

Italiaonline è la prima web company nazionale: sono 5 milioni gli utenti unici in media al giorno che navigano le sue properties, di cui 2,4 milioni da mobile \*

*\*Fonte: Audiweb Database, powered by Nielsen, Avg. last 12 months TDA. I dati Audiweb Database al momento non comprendono Google, Facebook e Microsoft*

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