

PRESS RELEASE

PAGINE GIALLE: FROM DIRECTORIES TO DIGITAL MARKETPLACE LEADER. A SUCCESSFUL TRANSFORMATION WITH PGCASA.IT

One year after the launch, [pgcasa.it](https://www.pgcasa.it), the portal dedicated to home service, is the first in Italy for visibility on search engines (SEO) and the second for audience

60 thousand professionals are available online throughout the country to save on housework by comparing the best estimates

<https://www.pgcasa.it/>

Milan, 22th October 2018

One year after the launch of PagineGialle Casa, Italiaonline celebrates the successes of its digital marketplace [pgcasa.it](https://www.pgcasa.it). Portal entirely dedicated to home service, allows you to request and compare quotes from professionals in the sector for free, making available to users the most qualified basin of artisans and retailers in the country, composed of 60 thousand professionals located in each province.

[Pgcasa.it](https://www.pgcasa.it) is the first in Italy for SEO * (visibility on search engines) and second by audience with 500 thousand unique visitors per month, about half of which from mobile, and 2.3 million pages viewed month **. In the last three months, the portal has also quintupled the number of requests for estimates, arriving to register almost 7 thousand only in the month of September.

A success that confirms the effectiveness of the evolution strategy of the Yellow Pages, from directory service to digital marketplace. The habits of Italians have changed, for any need related to the home environment, paper volumes prefer to use a site that allows in a few steps to get different estimates and save time and money.

[Pgcasa.it](https://www.pgcasa.it) is the first marketplace developed by Italiaonline, which paves the way for further verticals dedicated to other segments.

For house professionals, being part of PagineGialle Casa means first of all to have access to a unique user base such as that of Italiaonline properties. The new portal in fact enjoys great visibility thanks to the synergy with the directories [PagineGialle.it](https://www.paginegialle.it), [PagineBianche.it](https://www.paginebianche.it) and [Tuttocitta.it](https://www.tuttocitta.it), the two most important Italian portals [Libero.it](https://www.libero.it) and [Virgilio.it](https://www.virgilio.it) and all the [Virgilio Local](https://www.virgilio.it) sites.

With a user base of such amplitude, the professionals PagineGialle Casa can increase in way considerable demand from users and consequently their turnover: in September the conversion rate was 8.4%, double that of last year. To this is added the constant support of the sales network - which is part





of the SME & Media Agency Business Unit, headed by Ivan Ranza - which with over 700 agents throughout the national territory plays a key role alongside customers.

On the user side, PagineGialle Casa is the largest and most extensive database of professionals in the sector. From carpenters to electricians, from plumbers to cleaning companies, users can compare estimates of various product categories and choose the best and most convenient supplier. In addition, the Magazine section is a real online magazine, full of quality editorial content on latest trends in the home, ideas and advice, laws and facilities on the matter, practical remedies, etc.

Only in 2017 Italians spent an average of € 335 a month (source ISTAT) in household services. More than 20 million users have used digital channels to search for quotes and professionals for the home (Sole 24 Ore source). A number that will continue to grow, an opportunity for advertisers.

"The directories are evolving all over the world: alongside the generalist ones, vertical ones are dedicated to specific sectors. With pgcasa.it we have achieved surprising results in just one year - said Andrea Chiapponi, who worked with the team on vertical re-design. Moreover, the on-demand online home services market is one of the most dynamic on the global level and will reach 435 billion dollars in 2021 (source Research Tech Navio on Businesswire.com). It is therefore particularly strategic for us to continue to preside over it".

* Sistrix Sept 2018 visibility index

** Source: Audiweb Database, powered by Nielsen, March 2018, avg. last 12 months rolling, TDA

(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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