



PRESS RELEASE

ITALIAONLINE TO THE MILAN DIGITAL WEEK

The largest Italian internet company is among the protagonists of the second edition of the event sponsored by the City of Milan, Department of Digital Transformation and Civic Services

On 14 and 15 March three free workshops dedicated to SMEs, digital marketing and programmatic advertising

Milan, March 12th 2019

Italiaonline, the main digital player made in Italy, is taking part in the second edition of Milano Digital Week, the largest Italian event dedicated to education, culture and digital innovation in our country (14-17 March).

The company, which includes, among others, the brands Libero and Virgilio, is the protagonist with 3 workshops of the event promoted by the City of Milan, Department of Digital Transformation and Civic Services.

On Thursday 14 March, from 10:00 to 11:30, Italiaonline opens the doors of its headquarters in Assago (Via del Bosco Rinnovato, 8 - Palazzo U4) to host the workshop Programmatic Advertising. Automation in the world of advertising by Carmine Laltrelli, Monetization strategy and innovation Director B.U. Large Account of Italiaonline. A meeting dedicated to all those who want to learn or deepen their knowledge of the advertising program. A new way of buying and conceiving advertising spaces, with a logic that is moving from the digital world to offline. (Admission is free subject to availability).

Thursday, March 14, from 11:30 to 13:00, at the Palazzo dei Giureconsulti (Piazza dei Mercanti, 2, Milan), Michelangelo Tursi, Sales Effectiveness Director of Italiaonline, is among the speakers of the conference Digitization: the advantages for businesses, edited by Italiaonline and the Digital Enterprise Point of the Chamber of Commerce of Milan Monza Brianza and Lodi. (Admission is free subject to availability). At the heart of the meeting are companies and how digital is helping them to grow, to expand their scenarios and business methods. What are the tools to face a path of digitalization and the advantages, not only for companies, but for the country system, whose economic backbone is made up of SMEs.





On Friday 15 March, from 10:00 a.m. to 11:00 a.m., Domenico Pascuzzi, Marketing Director of the B.U. Large Account Italiaonline tackles the theme: How an effective marketing strategy should be. A workshop dedicated to all those who want to launch a product, a brand, a service, a start-up. A journey into the most effective digital marketing strategies, starting from four fixed points to guarantee success (c/o Italiaonline S.p.A., Via del Bosco Rinnovato, 8 - Pal. U4 - Free admission subject to availability).

With its participation in the Milan Digital Week, whose theme this year is 'Urban Intelligence' - that is, the multitude of technologies and applications that transform the city, work and human relations, impacting on welfare and services, on public and private life of citizens - Italiaonline confirms its commitment to supporting institutions, companies and people in a process of digitization essential to build and improve the future.

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

ITALIAONLINE

Italiaonline - società quotata sul MTA di Borsa Italiana - è la prima internet company italiana con 5,3 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,3 milioni da mobile, ed una market reach del 65%** . Italiaonline offre servizi di web marketing e di digital advertising, inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network ed i motori di ricerca. L'obiettivo strategico dell'azienda è consolidare la leadership italiana nel mercato del digital advertising per grandi account e nei servizi di marketing locale - con la mission di digitalizzare le PMI nazionali. Alle PMI, vera ossatura del paese, Italiaonline offre un portafoglio completo di prodotti integrato sull'intera catena del valore di servizi digitali, dalla presenza on line al digital advertising, al web design, al web marketing e alle soluzioni cloud.

Fanno oggi parte di Italiaonline i portali Libero, Virgilio e superEva, i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, la concessionaria di pubblicità online IOL Advertising e oltre 680 agenti in tutta la penisola, che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

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* Fonte: Audiweb 2.0, powered by Nielsen, TDA DAUs luglio 2018.

** Fonte: Audiweb 2.0, powered by Nielsen media 4M (settembre 2018- giugno 2018)

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