

PRESS RELEASE

ITALIAONLINE STRENGTHENS ITS LEADERSHIP IN AD QUALITY WITH GEOEDGE TECHNOLOGY

Partnership between the largest Italian internet company and the premier provider of ad-security and malware protection solutions for the online advertising ecosystem

Thanks to the adoption of GeoEdge technology, Italiaonline is able to protect its users from non-compliant, malicious or inappropriate ads both on its own sites and on those for which Italiaonline is the advertising agent through iOL Advertising

Milan, April 18th 2019

Italiaonline, the largest Italian internet company, and **GeoEdge**, the premier provider of ad verification and transparency solutions for the online and mobile advertising ecosystem, have signed a partnership that strengthens Italiaonline's leadership in Ad quality, now relying on GeoEdge technology that allows maximum accuracy in filtering any malicious or irrelevant advertisements.

Thanks to the GeoEdge solution, Italiaonline is able to protect its users from non-conformities, malware and inappropriate content of ads on both Italiaonline properties and on the sites for which the company, through iOL Advertising, is the advertising agency.

GeoEdge technology, market leader, allows you to filter all sources of demand to intercept malicious or inappropriate advertising, but also ads that lead to redirects or with high latency, thus containing creativity that weigh down the page. All this guarantees the maximum user experience for users and is particularly important for advertising sold through Programmatic, a branch that has always seen Italiaonline at the forefront of the Italian market.



“The protection of our users, in particular the million of accounts of our e-mails, is a crucial issue for us and intercepting malicious creativity is complex because the malware systems are increasingly refined”, said **Carminé Laltrelli**, Monetization strategy and innovation director of Italiaonline. “With the adoption of GeoEdge, we protect the navigation of our users at best and we take an important step about Ad quality in the market scenario, ensuring a fully compliant advertising for all our sites and for the publishers under concession”.

“We are honored to partner with Italiaonline, Italy’s largest Internet company, who has set user experience and safety as its top priority”, said **Amnon Siev**, GeoEdge’s CEO. “Together, we can assure its audience will not be exposed to any malicious or inappropriate ads”.

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

ITALIAONLINE

Italiaonline - società quotata sul MTA di Borsa Italiana - è la prima internet company italiana con 4,8 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,2 milioni da mobile, ed una market reach del 63%**. 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 660 agenti che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

ISIN code: IT0005187940 - MTA:IOL

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs dicembre 2018

** Fonte: Audiweb View 2.0, powered by Nielsen, dicembre 2018- giugno 2018)

MEDIA CONTACT

Marinella Mola - Davide Valenti

Via del Bosco Rinnovato 8, 20090 Assago (Milano)

Tel: +39 02 2904 7788

E-mail: pressarea@italiaonline.it

