



## PRESS RELEASE

### ITALIAONLINE JOINS THE BING PARTNER PROGRAM

Within the framework of the expansion of the Bing Partner Program to Branches and commercial and technological partners, Microsoft has appointed Italiaonline, Italian No. 1 in local digital communication, as one of its partners, acting as trusted third party with its Clients to manage their Search Advertising campaigns over the Bing advertising network

*Milan, June 19<sup>th</sup> 2018*

Today, Microsoft named Italiaonline as one of a selected group of top performing partners to act as trusted advisors to their growing customer base for search advertising opportunities with the Bing Network.

As a Partner to Bing Ads, the world's number two search advertising provider, Italiaonline will enhance the expertise and service provided to Clients through exclusive access to training, marketing and technology development.

Italiaonline is Italy's first internet company. Its strategic goal is to strengthen the leadership in the digital advertising market for large accounts and local marketing services. Its mission is the digitization of SMEs, Italy's real economic backbone, through its offer of products and services such as digital presence (IOL Connect), state of the art websites (IOL Website) and digital marketing (IOL Audience).

"Search advertising, which today is more than 30% of all Italian digital advertising spend\*, is a core area of investment for Italiaonline's Clients - commented Ivan Ranza, Italiaonline's CCO SME - Italiaonline will now be able to offer its Customers a wider and better offering, increased levels of ROI to its search advertising Clients, all thanks to its partnership with Bing".

Italiaonline looks forward to expanding their search advertising offering with Bing Ads as it continues to grow globally, with nearly one third PC search market share in the US, 25% in the UK and over 10% in 5 additional markets\*\*.

"We are delighted and excited to have IOL join the Bing Ads Partner Programme. The IOL team is a highly skilled group of digital advertising specialists who provide a quality service to thousands of businesses throughout Italy. These customers will now be able to reach millions of unique searchers on Bing, MSN, Yahoo AOL and other sites powered by Bing": **Nigel Leggatt**, Director Partner Sales EMEA.

\*Source: Nielsen analysis, 2017

\*\*comScore qSearch, Explicit Core Search (Custom), Sept 2017



#### ITALIAONLINE

The new Italiaonline is the company born from the merger by incorporation of Italiaonline S.p.A. in SEAT Pagine Gialle S.p.A., whose strategic objective is to consolidate its leadership in the digital advertising market for large accounts and local marketing services, with the mission of digitizing SMEs, the country's true economic framework.

Italiaonline is directly controlled by Libero Acquisition S.à.r.l. - a company governed by Luxembourg law under the Sawiris family - and by 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.

Italiaonline is now part of the services for companies and citizens of Pagine Gialle, Pagine Bianche and Tuttocittà, the Libero, Virgilio and superEva portals, the 892424 and 1240 utilities, the IOL Advertising online advertising agency and more than 60 media agencies spread throughout the peninsula that make up, with more than 800 agents, the largest Italian network of service and product consultants for large and small businesses.

Italiaonline is the first national web company: there are 5 million unique users on average per day that browse its properties, of which 2.4 million from mobile \*

\* Source: Audiweb Database, powered by Nielsen, Avg. Last 12 months TDA. The Audiweb Database data currently does not include Google, Facebook and Microsoft

#### **MEDIA CONTACT**

***Davide Valenti***

*Via del Bosco Rinnovato 8, 20090 Assago (Milano)*

*Tel: +39 02 2904 7788*

*E-mail: [pressarea@italiaonline.it](mailto:pressarea@italiaonline.it)*