

Press release

DIGITAL360 LAUNCHES CALL4IDEAS "TECH360REVOLUTION"

DIGITAL360 is looking for start-ups, tech companies, developers and young talents active in Martech and Salestech. Applications open until 16 February

MILAN, 12 January 2024 - **DIGITAL360**, a non-profit company that promotes digital innovation as an engine of sustainable and inclusive development of the economy and renewal of businesses and public administration, launches the call4ideas **"Tech360Revolution"**. This initiative is addressed to start-ups, tech companies, developers and young talents offering solutions and technologies in the Martech and Salestech fields, with the aim of discovering the most innovative realities on the Italian market and assessing strategic industrial, financial, commercial or editorial collaborations.

Interested companies can submit applications until 16 February by filling in the online application form. The proposed solutions cover the diverse world of Martech and Salestech: ABM (Account Based Marketing), Customer Data Platform, Buyer persona B2B, Audience engagement, Dynamic retargeting, IP tracking methods, Purchase Intent Data, Intent-based marketing campaigns, Cookieless tracking, Lead generation from anonymous traffic.

The solutions will be evaluated by DIGITAL360's top management. Once the various projects have been investigated, collaborations, ranging from the simple provision of services to strategic partnerships and investment operations in the companies involved, may be considered.

"Martech and Salestech are fast-growing fields worldwide, destined to revolutionise marketing and sales exponentially," says **Andrea Rangone**, Chairman of DIGITAL360. With this call we want to get in touch with innovative realities, to evaluate together forms of collaboration, aimed at supporting our and their development plan. We are convinced that people and their ideas are the fuel of every business and we are looking for *'intrapreneurs'*, bearers of innovation and entrepreneurial spirit, determined like us to change the market in which they operate'.

For registration and further information: <https://shorturl.at/aCKR8>

This press release is available on the Company's website at www.digital360.it.



DIGITAL360, a benefit corporation, aims to accompany companies and public administrations in understanding and implementing digital transformation and to encourage them to meet the best technology suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, start-ups, etc.) in communication, storytelling, event management and generation of business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations wishing to undertake any digital transformation path. NetworkDIGITAL360, transversal to both Business Units, is the largest network of online publications dedicated to all topics of Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and skills thanks to analysts, journalists, consultants and experts in the digital world, united by a great passion and mission: digital innovation as an engine for the growth and modernisation of our country. For further information: www.digital360.it

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