

Press release

DIGITAL360 LAUNCHES THE CALL FOR STARTUPS “MARTECH REVOLUTION”

Call applications are open until 15 October for companies, startups and scaleups from all over Europe in the Content, Marketing and Sales Technology sector. DIGITAL360 is looking for innovative companies for strategic collaborations to continue its growth.

MILAN, July 28, 2021 - **DIGITAL360 S.p.A.** a company listed on the AIM Italia market, organised and managed by Borsa Italiana S.p.A., launches "**Martech Revolution**", a call for companies, startups and scaleups from all over Europe offering solutions and technologies in the areas of Content, Marketing and Sales Technology, to get to know the most innovative realities and evaluate together strategic collaborations of an industrial, financial, commercial and editorial nature.

Martech is a fast-growing sector, whose global market has reached the value of 121.5 billion dollars already in 2019¹: it includes the most advanced technologies that are revolutionizing the world of digital editorial content, marketing and B2B sales. This is an area of great interest to DIGITAL360, which last year launched MarTech360, a marketing automation platform that allows SMEs to easily and flexibly create inbound marketing campaigns that can be integrated with digital marketing and lead generation services. A key component of the "Marketing & Sales Engine" subscription service offering, it allows companies to manage all their online positioning and sales opportunity generation activities in an integrated way.

Companies interested in participating in the "Martech Revolution" call for proposals can submit their applications until 15 October by filling in the online form. The various solutions will be evaluated by DIGITAL360's top management, and on 29 October those selected will have the opportunity to meet DIGITAL360's top management and key people, to discuss the projects and possible forms of collaboration.

Marketing, communication and media are undergoing a rapid evolution driven by digital transformation, and Martech is a technology that will accompany us in our future development," says **Raffaello Balocco**, CEO of DIGITAL360. "We have always believed in open innovation and in the opportunity to seize innovative impulses from outside. With this call we want to get in touch with innovative Martech companies with an international scope, to share the best experiences already developed in other countries and to evaluate together forms of collaboration and growth paths in an area of great perspective".

For registration and further information: <https://bit.ly/3kHKhH0>

¹ According to the Warc-BDO report 'Martech: 2020 and beyond'.



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

DIGITAL360

DIGITAL360, a company listed on the AIM Market of the Italian Stock Exchange, has the objective of accompanying companies and public administrations in the understanding and implementation of digital transformation and encouraging their encounter with the best technological suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, startups, etc.) in their communication, storytelling, event management, and business opportunity generation activities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations that want to undertake any kind of digital transformation. 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 modernization of our country. For further information: www.digital360.it

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