

Press release

DIGITAL360 NETWORK: IN MARCH, RECORD NUMBER OF VISITORS THANKS TO INFORMATION ON DIGITAL THEMES DURING THE ONGOING HEALTH EMERGENCY

*4.3 million unique visitors in March, a +189% increase compared to a year ago.
Over 500,000 page views of articles on Smart Working*

Milan, 2 April 2020 – **Digital360 S.p.A.**, a company listed on the AIM Italia - Mercato Alternativo del Capitale market, organised and managed by Borsa Italiana S.p.A., announces a record number of visitors reached by its proprietary **Network**, consisting of 56 digital assets made up of sites, portals, web channels and newsletters, which in March 2020 benefited from 4.3 million unique visitors, a +189% increase compared to March 2019.

The Digital360 Network continues to increasingly established itself as a reference point for the training and information of managers, entrepreneurs, professionals and policy makers on the issues of digital transformation and entrepreneurial innovation. Traffic on the Network is one of the key drivers behind the effectiveness of many services provided by Digital360: from digital events to webinars, communication campaigns, content marketing and lead generation.

Some of the topics that attracted the most interest are those related to the use and application of digital tools and Smart Working methodologies during this period characterised by the ongoing health emergency. The editorial strategy of Digital360, in fact, has been to tell the stories of companies and organisations that are reacting to the current crisis by changing their processes through digital technologies, to describe the multiple technological solutions and organisational innovations that can help ensure continued business activities and operation of public administrations during the lockdown, as well as to amplify the main digital solidarity initiatives.

Articles on Smart Working produced over 500,000 page views in a month. Content and insights on security issue also received a lot of attention, in particular with regard to access security, virtual private networks and business continuity.

During this period of mandatory home stay, the number of managers searching for online information on digital innovation has increased, through articles from the Digital360 Network whose content is positioned on the front page of Google in relation to over 45,000 keywords.

“We are honoured with this result – affirms Andrea Rangone, Digital360 CEO –. During the current emergency, we have enhanced and intensified our editorial activities on all issues that provide value for companies and public administrations in dealing with the ongoing lockdown and forced Smart Working situations, very much aware that we can reduce the impact on work activities and better prepare for recovery only through better use of digital tools”.

DIGITAL360

DIGITAL360, a company listed on the Borsa Italiana AIM Market, aims to partner with businesses and public authorities assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation", supports technological companies (vendors, software houses, system integrators, start-up companies, etc.) in their communication, storytelling, event management and business opportunity generation activities; the other, called "Advisory & Coaching" is aimed at all companies and all public administrations who wish to embark on any digital transformation path. Transversal to both Business Units, NetworkDIGITAL360 is the largest network of online publications focused on all aspects and current themes related to Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For more information: www.digital360.it

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