

Press release

Digital360 launches MarTech360, the new marketing automation software platform for SMEs

Milan, 26 May 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., launches **MarTech360**, a marketing automation software platform to allow SMEs to easily and flexibly implement inbound marketing campaigns, which can be integrated with a wide range of digital marketing and lead generation services thanks to the synergies with Digital360's network of portals.

The platform was developed by Digital360 based on the open source Mautic software, extending and customising its features (from content generation to the creation of reports on campaign results) to provide all the services necessary to generate leads, retain customers, maximise the effectiveness of marketing actions and measure their effects. Natively integrated with Wordpress, the main software for managing blogs and content management systems, MarTech360 services will also be expandable with the integration of social media management activities, search engine optimisation (*SEO*), webinar realisation. Martech36 runs in the cloud and is offered in software-as-a-service (SAAS) mode.

MarTech360 will be a key component of the innovative Digital360 offer called "Marketing & Sales Engine", which is offered to B2b subscription companies in order to manage in an integrated way all online positioning and business opportunity generation activities, from content marketing to lead nurturing.

The new range of marketing automation services will be added to those already provided through HubSpot, which will be directed more towards larger companies. Digital360, in fact, ranked first among HubSpot's EMEA partners for the generation of monthly recurring revenue among users in the two-year period 2018-2019

"MarTech360 is designed to provide SMEs approaching marketing automation with a simple, flexible and complete platform with many features but at a sustainable cost - explains **Raffaello Balocco**, CEO of Digital360 -. Developed thanks to the experience gained in over 70 marketing automation projects in the last 12 months and further expandable with new features, the platform opens up new business opportunities, as it is able to make the most of the synergy with our editorial network and the wide range of Group services".

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 further information: www.digital360.it

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