

DIGITAL360 RENEWS ITS STRATEGIC PARTNERSHIP WITH TECHTARGET TO OFFER INNOVATIVE DIGITAL SERVICES FOR B2B MARKETING AND SALES

Milan, 23 February 2021 - **DIGITAL360 S.p.A.**, a company listed on AIM Italy, organised and managed by Borsa Italiana S.p.A., announces the renewal for 2021 of the strategic partnership with **TechTarget**, active since 2012, aimed, on the one hand, at directing joint services on the Italian market, and on the other, at comparing strategies, business models and markets.

TechTarget is a US company (TTGT) listed on Nasdaq which, with a 2020 turnover of \$148 million, recently reached a capitalisation of 2.6 billion dollars¹. Although they operate in different geographical markets, TechTarget and DIGITAL360 have a similar business model and a common goal: to connect corporate purchasing decision-makers with digital innovation providers (vendors, system integrators, software houses, etc.), with a strong focus on innovative digital services and subscription models.

Both companies draw upon innovative technologies for providing digital services, positioning themselves as major players within the "Marketing Technologies" (MarTech) market, which has experienced significant growth worldwide in recent years, reaching a market value of 121 billion dollars during 2019².

Global trends highlight an increasing convergence in the provision of technology and media services, contents and events, as demonstrated, for example, by the recent agreement by Hubspot - a NYSE-listed US technology company providing one of the world's leading marketing automation and CRM platforms, of which DIGITAL360 is the top European partner - to acquire The Hustle, a B2B content production media company for managers and entrepreneurs. Or the recent acquisition (December 2020) by Techtargget of BrightTALK, a company operating in the digital events sector, which will enable lead generation services to be enhanced.

"DIGITAL360 has anticipated some of the current trends in the MarTech field, by building an integrated offer of innovative digital services, which today integrates editorial and technological assets with several digital tools to manage all online marketing and lead generation activities, from content marketing to digital events, from marketing automation to remote selling - says **Raffaello Balocco**, CEO of DIGITAL360 -. Today, thanks also to the strong digital acceleration imposed by the pandemic, the partnership with TechTarget is strategic to provide our customers with new innovative digital services useful for market positioning and new business development".

To mark the renewal of the partnership, DIGITAL360 is organising the webinar "**DIGITAL360 meets TechTarget**" on 2 March at 5.30pm. For registration: <http://bit.ly/3kePmnY>.

¹ Capitalisation recorded on 22/02/2021

² Source: BDO, WARC and University of Bristol

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

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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