



CONNEXIA

Creativity in Love with Data and Technology

“Sharing is Caring”

Connexia shares digital skills and knowledge to confront and manage emergencies and their aftermath.

Tuesday 7 April will see the launch of a new series of online meetings dedicated to knowledge sharing.

"Web Analytics: how to take advantage of traffic booms to improve the consumer experience and the effectiveness of brand business strategies".

Webinar by Marco Cilia, Connexia's Data Solutions Director

Milan, 3 April 2020 – The independent marketing and communication agency **Connexia** presents **Sharing is Caring**, a new series of free online meetings based on **sharing digital knowledge**.

These meetings are a chance for Connexia professionals to **put their experience and skills at the service of the community**, exploring how to deal with crises and their aftermath by focusing on digital transformation.

The series will begin on **Tuesday 7 April** with *"Web Analytics: how to take advantage of traffic booms to improve the consumer experience and the effectiveness of brand business strategies"* by **Marco Cilia, Connexia's Data Solutions Director**.

This webinar will examine the current situation and take a proactive look at the future: at a time when online platforms, especially ecommerce platforms, are experiencing major increases in terms of contacts and interactions, we need to know how to analyse traffic data, understand the behaviour of online visitors, and

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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retain them as customers by improving the browsing experience.

Free **live-streamed** event subject to registration on the [@Cisco Webex](#) platform.

SHARING IS CARING | WEB ANALYTICS

Tuesday 7 April

9:00–10:00

[@Cisco Webex](#)

Marco Cilia

Marco Cilia began his career in the IT department of an in-house government company, where he also explored various issues related to web analytics. In 2012, he joined InTarget, where he held the roles of Web Analytics Manager and Head of Data. Leading a team of 10 people, Marco was able to establish the agency as an industry leader in Italy and the rest of Europe. In 2018, he joined forces with two friends to create Ragooo. This digital agency was acquired the very next year by Connexia, where Marco is now the Data Solutions Director.

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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