



# CONNEXIA

Creativity in Love with Data and Technology

## Connexia adopts the Google Marketing Platform. The Digital Media Area is also growing in 2021.

*The independent marketing and communications agency, which is already a Google Premier Partner, is expanding its Digital Media offering by integrating the tools of the Google Marketing Platform.*

Milan, 23 March 2021 – **Connexia**, a Google Premier Partner – Google's most prestigious and strategic certification, awarded to only 3% of the best Italian agencies that meet the programme's quality requirements – is relaunching its **Media services** with the integration of the **Google Marketing Platform**.

From **tag management, optimisation** and **data visualisation** software to **analytics**, with the adoption of the **Google Marketing Platform** Connexia will be able to provide an even more precise and professional level of consultancy and services to support brands.

To better support its clients in achieving their marketing and communication objectives, as a **Google Premier Partner** Connexia has adapted to fully meet the specifications set out for Google Partners and can now count on the use of the most advanced digital marketing tools available on the market. Each Premier Partner must have at least 50% of its team certified in Google Skillshop. Each quarter, Google analyses the agency's growth in terms of the number of customers managed, investments planned over time, the number of certified users and customer loyalty, to ensure that the services provided always meet the highest standards of quality.

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



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As the **only Italian agency** to be selected by an international jury and **nominated for the latest Google Premier Partner Awards**, Connexia is continuing to **strategically strengthen** its **Digital Media Area** by adopting new digital tools and services (from digital marketing to cloud solutions), but also by opening up **new positions** and professional opportunities within this specific area.

*"Making the **Google Marketing Platform** available to our clients means having an integrated media platform that will allow us to more effectively create, manage and grow high-impact digital campaigns," explains **Andrea Redaelli, Managing Partner Digital Media at Connexia**. "With the adoption of new technological tools, we will be able to generate more relevant and effective marketing initiatives, while guaranteeing the privacy of our clients and full control over their data".*

## 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: 140 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](http://www.connexia.com)

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