

## **Grandi Navi Veloci reconfirms its trust in Connexia for SEO, Data and Media**

*Once again, the Italian shipping company has chosen  
the independent agency as its communication partner for  
all its digital and media marketing activities*

Milan, 3 June 2021 – **GNV, Grandi Navi Veloci**, the shipping company of the **MSC Group**, renews its **trust and collaboration** with the independent marketing and communication agency **Connexia** for **SEO, Data and Media activities**.

The partnership between Connexia and the Genoa-based shipping company, which operates in 7 countries with 26 maritime routes, has been firmly established since 2018, the year that marked the 25th anniversary of GNV's activities in the Mediterranean.

The collaboration for SEO and Data activities between GNV and Ragooo - an agency specialising in digital marketing - was further strengthened in 2019 when Ragooo merged with Connexia, extending its consultancy services to include Media activities.

This reconfirmation means that the ferry company can now rely on a **multidisciplinary team** capable of **combining monitoring, analysis and strategy** using different channels and tools, from search technology to social media, from programming to affiliation.

Alongside the in-scope activities that are aimed at ensuring the correct indexing of the main property through the development of technical and content elements,

numerous interventions are carried out to **refine and optimise the online content**, in addition to some **editorial contents** dedicated to the “*Vie del Mare*” blog.

Connexia has also been entrusted with the **maintenance of the existing tracking platform**, the **governance** of the **Tag Management Platform** and the **monitoring** of the property with **SEO Defender**, its proprietary suite that can monitor the health of multiple KPIs 24/7. The existing interventions will be complemented by **Data Visualisation** activities aimed at building dynamic dashboards and periodic reports for the various stakeholders.

The planned operations in the **Media** area are also of great significance and impact, and aim to increase the revenues of GNV's e-commerce platform through a full-funnel approach and by making the most of the potential of the **Google Marketing Platform**, the most recent addition by Connexia, which is already a Google Premiere Partner, to its range of Media services.

As **Andrea Redaelli, Managing Director Digital Media at Connexia** comments: “We are delighted to be able to continue our collaboration with a group like GNV: it is an acknowledgement of trust that certifies the important work we have undertaken together thus far and that we will continue to pursue, offering maximum support for all the activities planned. "Thanks to our skills and to tools such as Google Marketing Platform, we are able to effectively support GNV in the great challenges of the current historical moment and those of the near future, keeping a constant eye on developments in the digital world, in order to intercept, interpret and make the most of them”.

There is also great satisfaction from GNV: for a sector such as the ferry sector, which has certainly been affected by the pandemic in no small way, it is essential to



# CONNEXIA

Creativity in Love with Data and Technology

continue to focus on an effective and efficient online presence in order to be able to intercept the "new normal" that will emerge in the coming months.

To achieve these goals, GNV has chosen to continue its collaboration with a dynamic and data-driven company like Connexia.

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

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