

**Connexia is a Google Premier Partner 2023.
Client portfolios and investment volume in the Media Area
are on the increase.**

For the fifth consecutive year, the Mountain View giant ranks the Retex marketing and communication agency among the three best in class for digital advertising.

Milan, 2 March 2023 - Another award for **Connexia**, reconfirmed for the fifth time as a **Premier Google Partner**, the most prestigious and strategic certification that big tech can confer, and one reserved for only the top **3% of the world's truly expert Google Ads agencies**.

The in-depth technical knowledge of the platforms is complemented by the undeniable skill in media budget management of Connexia's ever-growing team of professionals, skills confirmed by the **double-digit growth in investments** and the increase in **client portfolio**, including Best Western Hotels, Mondadori, Peuterey, Rovagnati.

To become a Premier Partner, being an expert in the use of the Google Ads tool is not sufficient. At least 50% of the staff on each Premier Partner's team must be Google Skillshop-certified resources (at Connexia, it is 100%). They must also have in-depth mastery of all areas of the Google ecosystem, ensuring that the services provided are always in line with the highest quality standards.

With this in mind, from 2021, Connexia chose to boost its offering by adopting the **Google Marketing Platform**, to more effectively create, manage and grow high-impact digital campaigns. In a dynamic and constantly evolving environment, it has



CONNEXIA

A RETEX COMPANY

never before been so important to keep the various channels in constant dialogue, honing the ability to intercept new trends by integrating new technological solutions (e.g. YouTube Connected TV).

"As a Google Premiere Partner, we have the opportunity to use increasingly innovative solutions to develop digital advertising strategies aimed at maximising performance through the use of Machine Learning and Artificial Intelligence technologies in real-time campaign management and optimisation," comments **Andrea Redaelli, Managing Partner Business Dev & Digital Media.** *"With the adoption of advanced technology and channel integration, it is Google's technologies that 'decide' the best time and the most effective channel to showcase individual creativity, generating increasingly relevant and effective marketing actions. In this way, the team is focused on the highest expression of its talents in consulting and strategy, which is what our brands expect."*

Connexia

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. www.connexia.com

Connexia Società Benefit S.r.l.

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