



## **B!DIGITAL LAUNCHES ITS PERFORMANCE ADNETWORK**

[www.bmobile.com](http://www.bmobile.com) is a new platform for advertisers to plan and implement targeted mobile advertising campaigns

Milan, 22<sup>nd</sup> September 2010 – B!Digital, the mobile advertising and communications division of the Buongiorno Group today announces the launch of **B!mobile**. The new advertising network (AdNetwork) will allow the leading independent European agency to work with both publishers looking to capitalise on their traffic on mobile internet and/or iPhone applications, and advertisers wanting to invest in efficient mobile communication campaigns.

Using a next-generation technology platform, B!mobile can implement sophisticated, targeted mobile advertising campaigns. The platform permits segmentation by telephone operator, operating system and mobile device, with utmost precision and transparency allowing constant control on the real return on the investment made.

B!mobile is accessible via the Internet or mobile — with a web site optimised for the iPhone - at <http://www.bmobile.com/>. The platform is simple and easy to use with direct and independent access for each advertiser. A control panel monitors the performance of every aspect of the campaign, making changes as needs arise. It also allows users to set and manage their banner campaigns on either a CPC (cost per click) or CPM (cost per 1000 impressions) basis. B!mobile aims to extend its adnetwork by grouping publishers from around the world with a particular focus on Europe, South Africa and on the emerging markets, in order to aggregate traffic by the end of the year and reach 1,5 billion impressions.

The new B!mobile Adnetwork Business Unit is headed up by Lara Gagliardi, an international role she has taken after successfully leading the B2C segment in the Mediterranean and LATAM areas for Buongiorno, promoting the BlinkoGold brand and developing specific expertise in performance advertising.

*"Marketers, struggling to capture consumers' attention, are quickly turning to mobile advertising" - commented Lara Gagliardi - "With its complete media offer of premium and performance B!Digital is perfectly poised to capture an opportunity which according to eMarketer will reach 1,1 billion dollars in 2012".*

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**B!Digital** (previously Buongiorno Marketing Services) — an independent marketing agency leader in Europe — is the division of Buongiorno S.p.A. that deals with development and implementation of mobile advertising and communications campaigns.



B!Digital is the largest digital agency focused on mobile technology with global coverage and offices in 7 countries including Italy, the UK, France, Spain, Germany, Russia, and the Netherlands. Following its acquisitions of Flytxt, Mobi-Village and HotSMS, B!Digital has bolstered its expertise and technological capabilities in mobile marketing, mobile Internet development, and in mobile advertising.

B!Digital exclusively handles the advertising license of all mobile property of the E! Entertainment, Espresso Group (including La Repubblica, Radio DeeJay, Repubblica Sport, and TrovaCinema), Il Messaggero, Leggo and Il Giornale and delivers campaigns for Rimmel, BNL BNP Paribas, Barilla, Blockbuster, Coca Cola, Fnac, Ford, MediaWorld e P&G.

**For more information about Buongiorno!Digital** visit the website [www.buongiornodigital.com](http://www.buongiornodigital.com) or contact:

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