

Connexia becomes a Premier Google Partner and the only Italian agency to make the finalists shortlist at the 2019 Premier Partner Awards

The data-driven creativity agency is in Dublin for the 2019 Premier Partner Awards with the Avène case history in the “Video Excellence” category.

Milan, 1 October 2019 – **Connexia** has achieved **Premier Google Partner** status, the recognition awarded by the Mountain View giant to agencies showing the highest level of expertise in running digital advertising campaigns. It is also the only Italian agency to make the finalists shortlist at the **Premier Partner Awards 2019**, the competition organised by Google to celebrate the world's best Digital Marketing agencies in which the data-driven creativity agency was nominated for its **Avène case history** in the “**Video Excellence**” category.

This certification is another feather in the Milanese agency cap of unique skills. Being a whizz at using Google Ads is not enough though to become a Premier Partner. Google expects you to meet other much more specific requirements, for example mastering every detail of all the tools in the Google ecosystem, such as, Ads, Analytics, Data Studio, and obtaining the Academy for Ads certifications, which include search campaigns as well as the comprehensive management of advertising campaigns across the entire Google network, including display and video advertising on third-party sites and on YouTube. The technical knowledge of the platforms also needs to be supported and substantiated by unquestionable skills when it comes to managing invested budgets, checking investment stability, engaging loyal customers, and increasing the number of new customers and advertisers.



CONNEXIA

Creativity in Love with Data and Technology

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

Connexia Società Benefit S.r.l.

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