



e-Commerce in Italy: a growing business

*According to a study by the DADA Group,
online orders have increased by 144% in the last year.
Fashion, Tech and Food are taking the lead and the most active Italian regions are
Lombardy and Lazio.*

Florence, 2 July 2013 - The DADA Group, International leader in professional services for the online presence of individuals and businesses, presented the results of their survey "e-shop in Italy"¹ commissioned to ePages, with the objective of studying the current e-commerce situation in Italy: e-commerce is growing at a national level and Italians are increasingly active e-shoppers.

FOCUS ON BUSINESS

Taking a look at the business scenario, a good indicator is the number of **online shops opened through the Register.it store** over the past two years, which has more than doubled, growing by about 55%. Even the **total number of online orders** recorded a significant annual increase of 144%, confirming a strong focus and the growing awareness of businesses that taking advantage of the capabilities of the Internet to reach a wider audience at a lower cost to support their business is essential in today's market.

The decision to invest in e-commerce is not only an opportunity of the future for Italian companies but a current advantage: companies involved in the survey, which have been active online since 2011, increased their revenue by 161% and the **average number of orders received** increased by 57%. This once again highlights how strategic it is to support sales targets using a mix of traditional and innovative channels to maintain a high level of competitiveness.

As for the most active **product sectors** in Italy, the survey reveals that the most dynamic markets are those that fall under the **Fashion, Food and Tech** categories. While from a geographical distribution point of view, the regions most active in e-commerce are **Lombardy and Lazio** (where 25% and 16% of companies using Register.it sites are located, respectively), followed by Emilia Romagna (8%), Veneto (8%), Piedmont (8%) and Tuscany (7%). The regions of Southern Italy are still less active online, confirming a lag which is related not only to the traditional market.

The study also provides new data on the world of **social media**, a channel that is increasingly being considered in marketing strategies and that is progressively becoming attractive in terms of investment. The companies that are using e-commerce are paying

¹ The study involved more than 1,100 Italian e-commerce sites, and was conducted between January and March 2013 on the final figures from 2012.



more attention to the social tools, especially Twitter, the fastest growing social network. **Eighty-one percent** of the sample integrate the icon link to Twitter in its online shop, while, surprisingly, only 46% use the Facebook icon.

FOCUS ON THE CONSUMER

On the consumer front, the study also outlines some key online consumer behaviour, indicated, for example, by the **average value of the filled shopping cart**, which has now reached a very interesting threshold of around €157.41. This figure registers, despite the current difficult socio-economic period, a slight increase (+7% compared to 2011), evidence of growing confidence in shopping online.

However, a still delicate aspect of online shopping, which distinguishes our country compared to other European or global markets, is payment. The survey in fact shows that that Italians are still not completely confident with payment methods, since **1 out of 3 orders are still paid for offline**, out of which **59% in cash**. Therefore, more traditional payment methods are still being used, even if PayPal has made headway in Italy as the principal online payment system (51%), probably because of its perceived safety.

“Our experience confirms that the e-commerce market is experiencing a trend of significant growth at a global and European level, but also in Italy. In our country, businesses are in fact showing increasing attention to their online presence, and also among SMEs, awareness of the importance of the Internet to improve their business is increasing. More and more brands are now active online or have opened an online store in the last year, and more and more consumers spend time on the net in search of opportunities to buy what they want, when and where they want, thanks to the growing pervasiveness of smartphones and tablets”, said Claudio Corbetta, CEO of the Dada Group. “To help Italian companies achieve this target of always connected users, the DADA Group is constantly providing e-Commerce training opportunities through the Register.it School of online workshops and E-commerce Pack solutions ad hoc to handle all phases of an eShop as simply as possible, as well as being suitable for the less experienced individual or business wanting to make their online debut”.

Further information about the Register.it solutions to support e-commerce activities - from domain registration to the site's graphic design layout, from management of orders and logistics to sales and payment - are available at the following link:

<http://we.register.it/ecommerce/index.html>

The management platform of the e-commerce offer has recently been upgraded. Tomorrow, a special promotion offering the first 3 months for all e-commerce solution packages free of charge is available in the Register.it store.

For additional information:

www.register.it

www.dada.eu



DADA Group

DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising. Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN. With more than 515,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.

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