

## Register.it, ePages and PayPal together to promote Italian SME E-commerce

*A new partnership with PayPal was announced at the event organised in Milan "Getting the most out of E-commerce". This new partnership will further help companies to seize the opportunities offered by e-commerce*

*The turnover from active stores online through Register.it grew by 35% last year and overall orders increased by 45%*

Milan, 28 May 2013 - Register.it and PayPal are consolidating their partnership and launching a new offer to assist an ever increasing number of companies to boost business through e-commerce. Organisations that use Register.it's e-commerce solutions and would also like to activate a new PayPal account on their website will benefit from a **40%<sup>1</sup> discount on commissions** from customer transactions for three months from activation. By dramatically lowering fees of businesses selling online, these two players make a solid contribution to encourage the use of e-commerce, supporting the growth of SMEs and thus the entire national economy.

The agreement was announced at the event "Getting the most out of E-commerce", organised today in Milan by Register.it in collaboration with their partner ePages, providing an opportunity for education and discussion on the world of e-commerce and the dynamics of online shopping. The aim is to assist Italian SMEs and professionals to define the best strategies for designing a virtual store and utilising features that better manage their web presence and also support internationalisation.

The event was also an opportunity to take a closer look at the Italian e-commerce scenario based on the experiences of Register.it, which according to an analysis by ePages<sup>2</sup>, saw a **20% increase in active online stores** between 2012 and 2013. This in turn showed an overall increase of **35% in turnover** and an overall increase of **45% in orders**. A positive picture which has definitely been helped by the increasingly advanced functionality of e-commerce integrated with Register.it's E-commerce Pack. It is also particularly significant that **27% of active online stores are in a variety of languages**, attesting to the growing interest of Italian SMEs to have an international showcase as well.

Moreover, the majority believes in the importance of using digital for strategic monitoring of their business activities, as shown by the fact that **86% of companies are using tools to track and analyze results**. Finally, the importance of integration with the social networks is also increasing: **74% use Facebook to promote their products** and **71% integrate Facebook, Twitter and Google+ icons into their website**.

*"With this further expansion of a partnership with PayPal, we intend to offer support to Italian SMEs to facilitate their transition to digital by reducing the associated costs. The data from ePages on e-commerce stores active through Register.it is comforting because it shows that businesses are increasingly sensitive to e-commerce and they use them in an*

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<sup>1</sup> Terms and Conditions: Promotional rate of 2% + 0.35 Euros instead of the base rate of 3.4% + 0.35 Euros per transaction for three months from activation date and just for new PayPal business accounts opened by June 16, 2014.

<sup>2</sup> The analysis, conducted by ePages, involved a sample of approximately 400 active Italian online shops and was based on 2013 vs year 2012 data.

*increasingly more knowledgeable way, focussing on advanced analysis features and on integration with the social networks to achieve optimal positioning. E-commerce is a growing business and if properly supported could be a credible springboard to increase the competitiveness of the individual business as well as the entire country. This is why we continue to strive to promote educational opportunities for SMEs. The event, created in collaboration with our partners ePages and PayPal, was an opportunity to offer advice on the new frontiers in e-commerce, accompanying our customers on a path of growth that extends beyond our national borders,"* said Claudio Corbetta, CEO of the DADA Group.

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**For further information:**

[www.dada.eu](http://www.dada.eu)

[www.register.it](http://www.register.it)

[Facebook](#) [Twitter](#) [YouTube](#) [Google+](#) [Pinterest](#)

#### **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 520,000 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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