

LOOKING FOR COMMENT AND OPINION FROM SPECIALISTS IN ONLINE MEDIA?

Leading industry experts Luca Ascani, Salvatore Esposito and Emiliano Carlucci from the GoAdv group would be delighted to assist you with comment and opinion on the leading topics shaping the online media world:



Luca Ascani, President, GoAdv – A young entrepreneur, Luca launched www.buycentral.it in 2000 as the Italian subsidiary of a French shopping comparison site which was sold to Lycos in 2004. In 2002, he launched ADVance and as its Chairman grew it into one of the main web media agencies in Italy. Luca was co-founder and shareholder of First Tuesday Italy, a company involved in the organization of seminars and meetings on Financial and Net Economy topics.

Luca can provide comment and insight on:

- **The Social Networking phenomenon**
- **Consumer business online**
- **Interaction of web users with online advertising**
- **What are consumers searching for and how?**
- **Web users: trends, privacy and the scalability of Web 2.0**



Salvatore Esposito, Managing Director, GoAdv – Salvatore started his career as an internet consultant for small & medium enterprises within a project financed by the IBM Italia Foundation. He then gained valuable expertise in internet marketing and advertising at BuyCentral, LookSmart and Altavista. Before founding GoAdvertising, he was Managing Director of the web agency ADVance Srl.

Salvatore can provide comment and opinion on:

- **Search Marketing trends and evolution**
- **Online Ad Spending trends and Behaviour Marketing**
- **PPC Vs. SEO**
- **Performance Advertising Vs. Brand/Display Advertising**
- **User Generated Content – Web 2.0**
- **Online Advertising – Offline Conversions**
- **Search Engine Reputation**
- **Social Bookmarking**



Emiliano Carlucci, Director of Product Management, GoAdv - Emiliano started out in the advertising field working as an account supervisor at Studio Più S.p.a., an advertising agency operating in Rome and Milan. In 2003 he joined ADVance as Web Marketing Manager and contributed to the launch of the Gomeo and BetterDeals Networks.

Emiliano can provide insight and opinion on:

- **Search Marketing**
- **Trends in paid search, including Google AdWords, YSM, Microsoft adCenter**
- **Search Engine Optimization**
- **Blogging in the business environment**
- **Social Networking and the development of web 2.0**

CONTACT:

If you would like to arrange an interview with the GoAdv spokespeople, please contact:
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