



Lost in ~~Translation~~

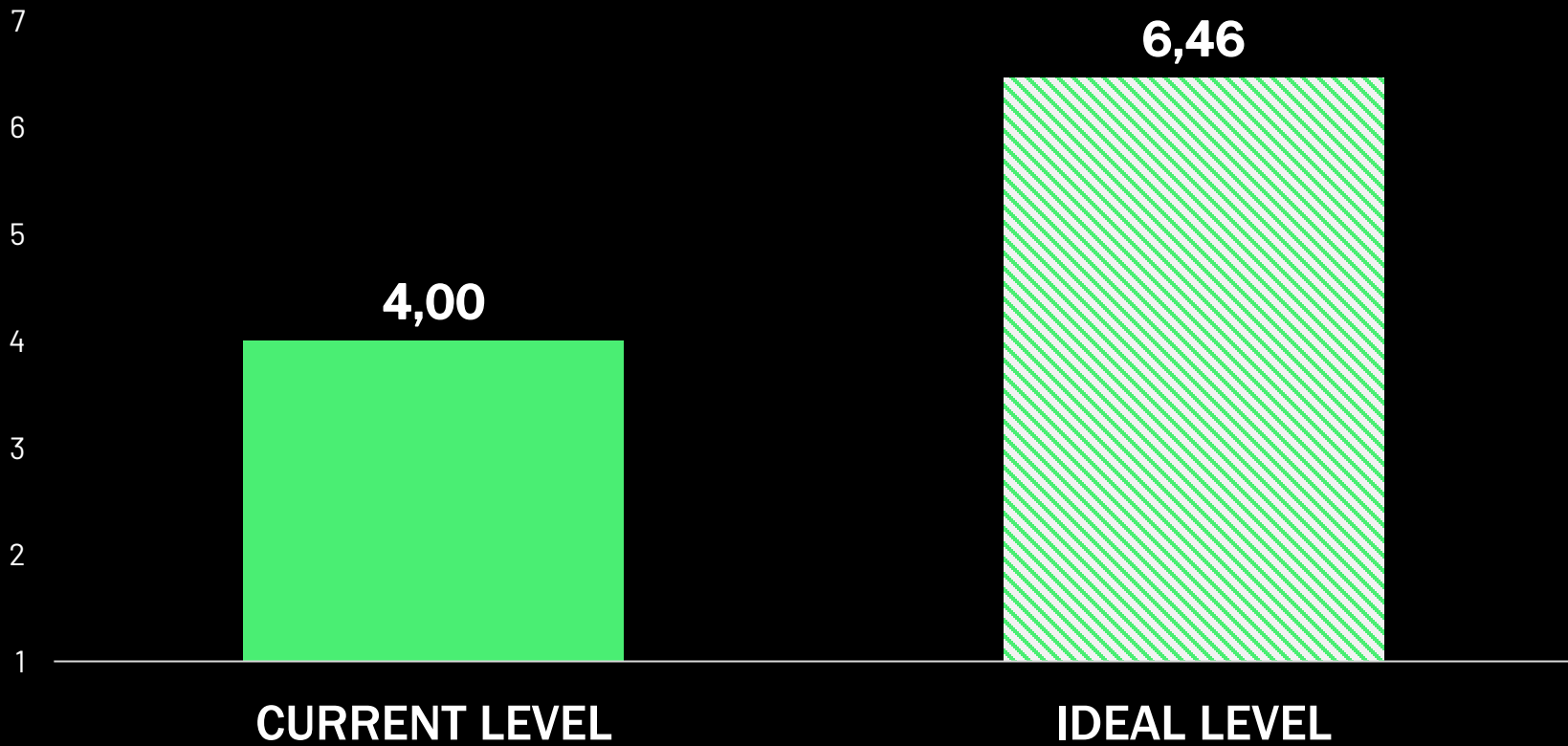
Digital Transformation?



IN A **GROUPM SURVEY** OF MORE  
THAN **50 BRANDS** WE HAVE  
PORTRAYED THE ITALIAN FOOTPRINT  
OF DIGITAL TRANSFORMATION **STATE**  
**OF THE ART** AND THE **AMBITION**  
ACROSS SEVERAL INDUSTRIES

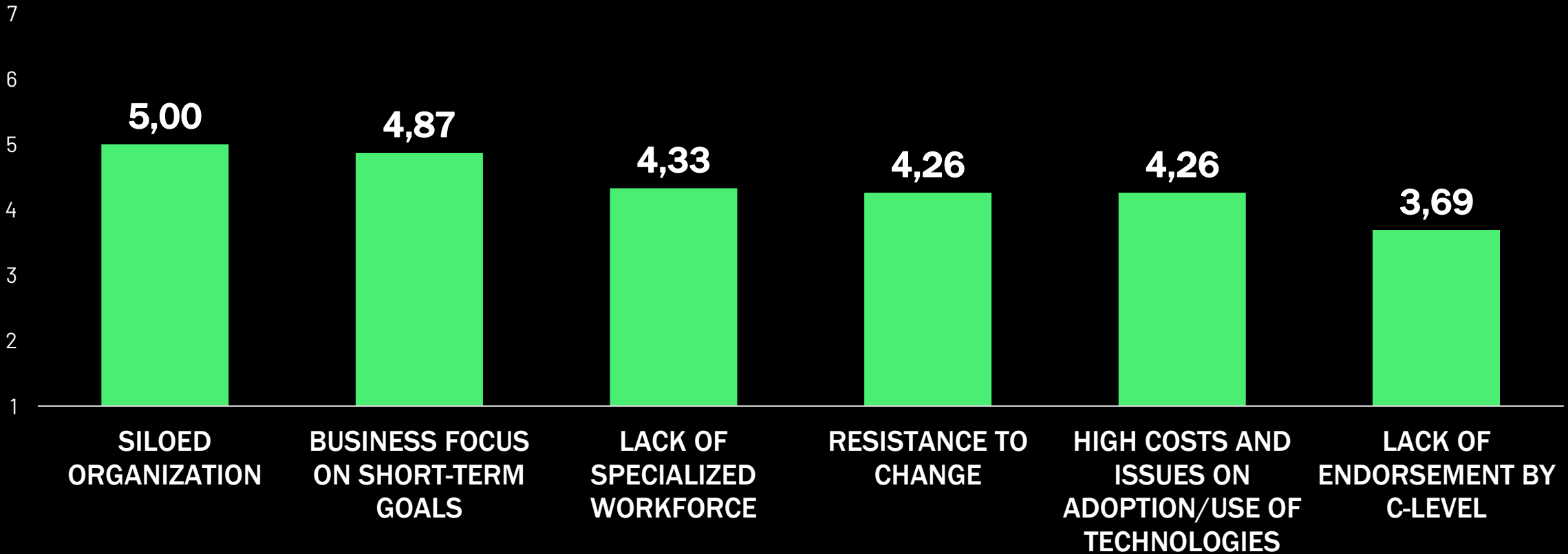
# HOW ADVANCED IS YOUR COMPANY IN TERMS OF **DIGITAL TRANSFORMATION**? AND HOW EVOLVED SHOULD IT BE?

RATING SCALE : 1-7

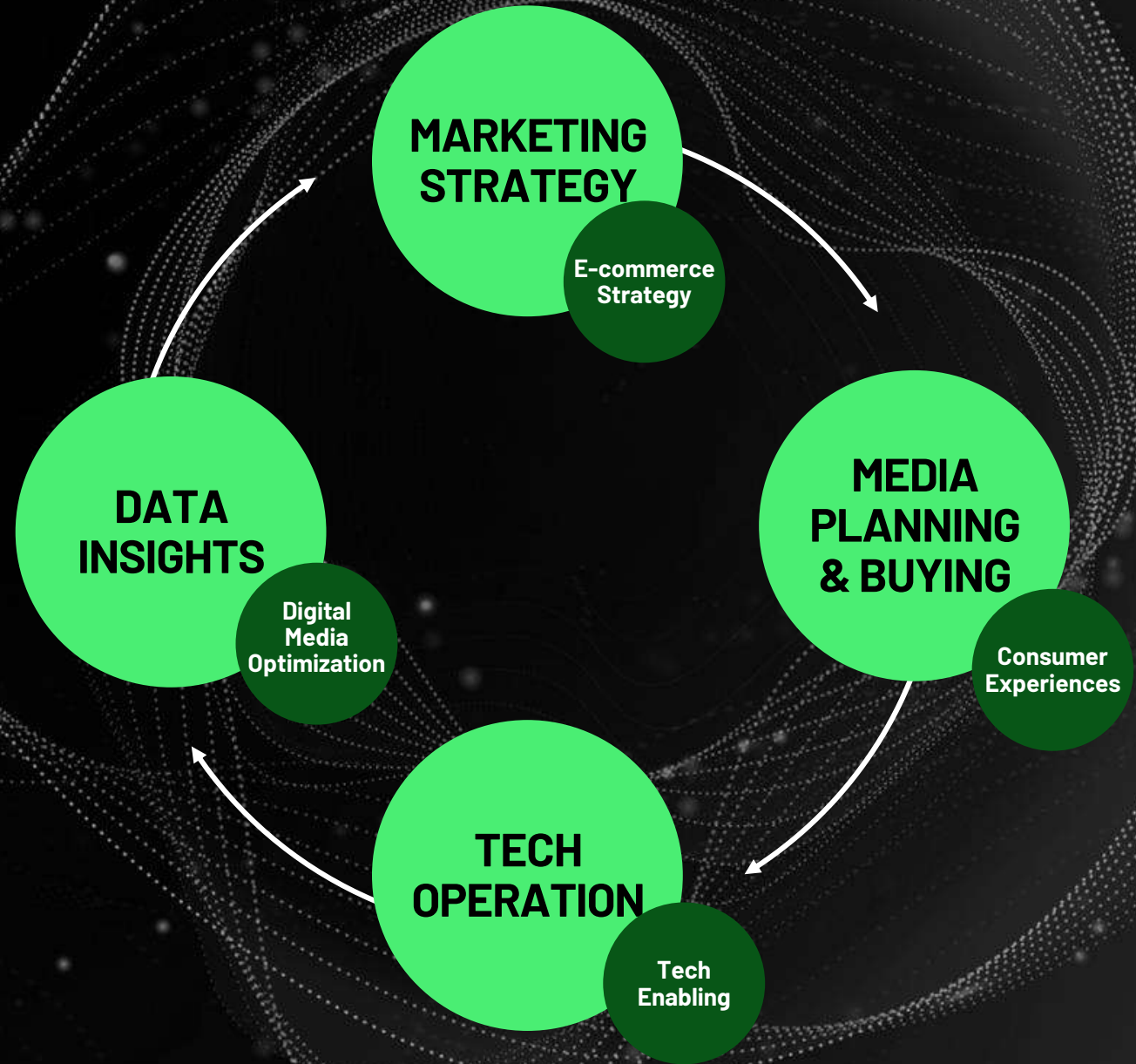


# HOW MUCH DOES EACH OF THESE FACTORS NEGATIVELY IMPACT THE DIGITAL TRANSFORMATION?

RATING SCALE : 1-7



**OUR TRANSFORMATION IS  
SHIFTING THE ROLE OF  
TECHNOLOGY FROM  
SUPPORTING MEDIA  
EFFICIENCY TO BECOMING  
A GROWTH ENABLER**



# TODAY WE JOIN ACCELERATION

Delivering for clients globally

12

Markets

80+

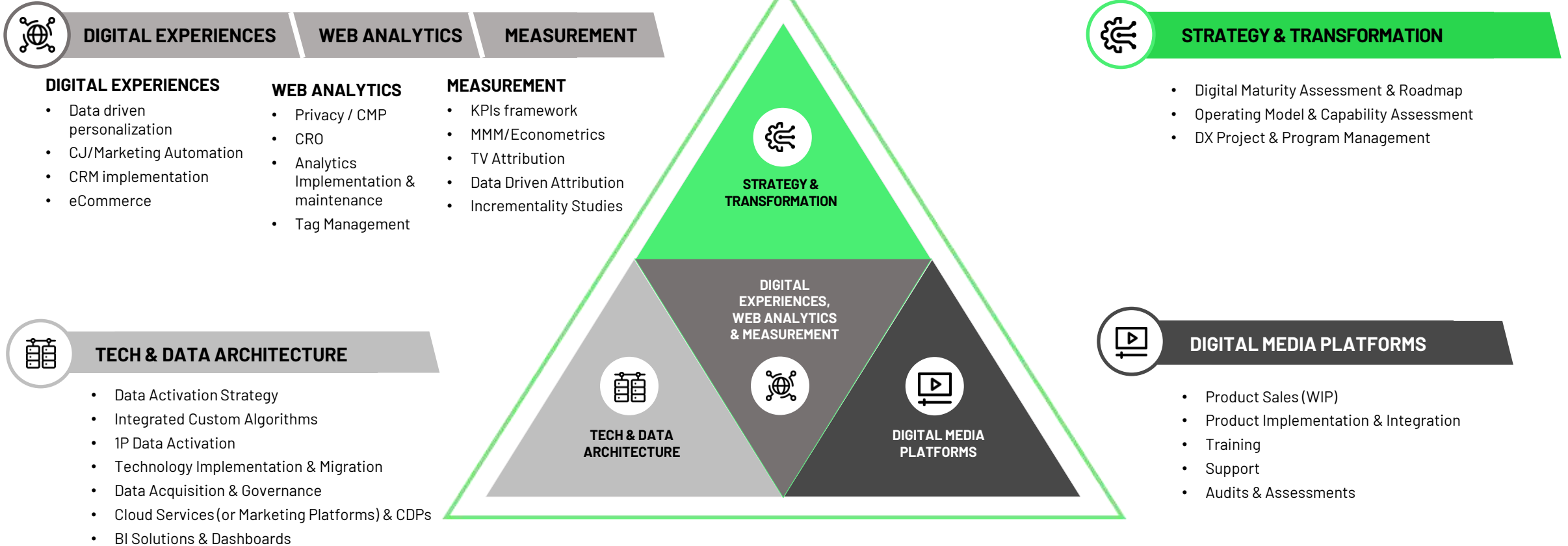
Offices





# GETTING THE MOST OUT OF OUR CLIENTS' INVESTMENT

## What We Bring to Every Client







**acceleration**