



Facile.it

April 2022

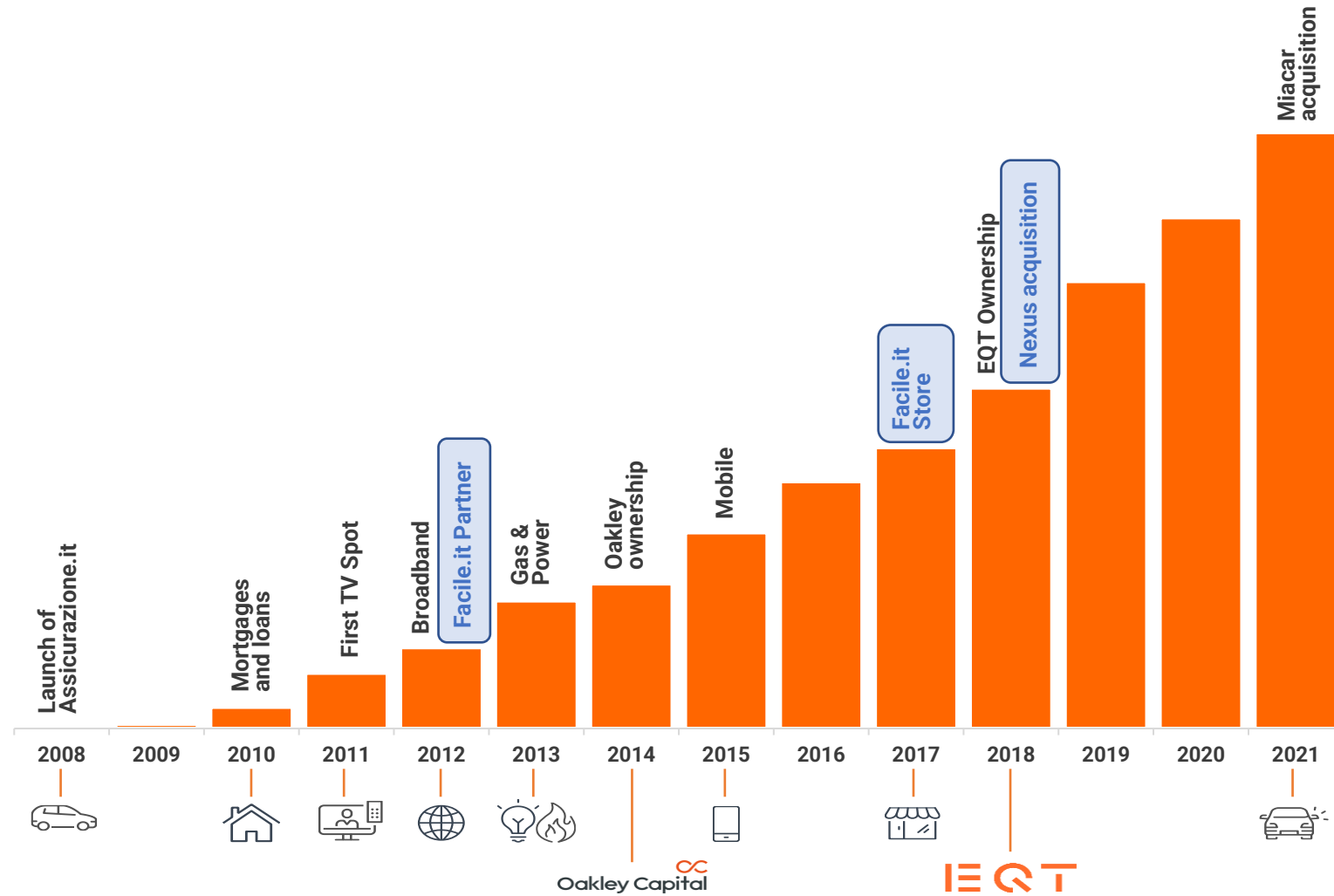
Facile.it – leading comparison website in Italy

- Founded in 2008, currently the leading Online Price Comparison (OPC) in Italy
- We select and compare the best proposals in insurance, financial products, utilities, automotive and more.
- Every year, Facile.it helps 60M users saving time and money.

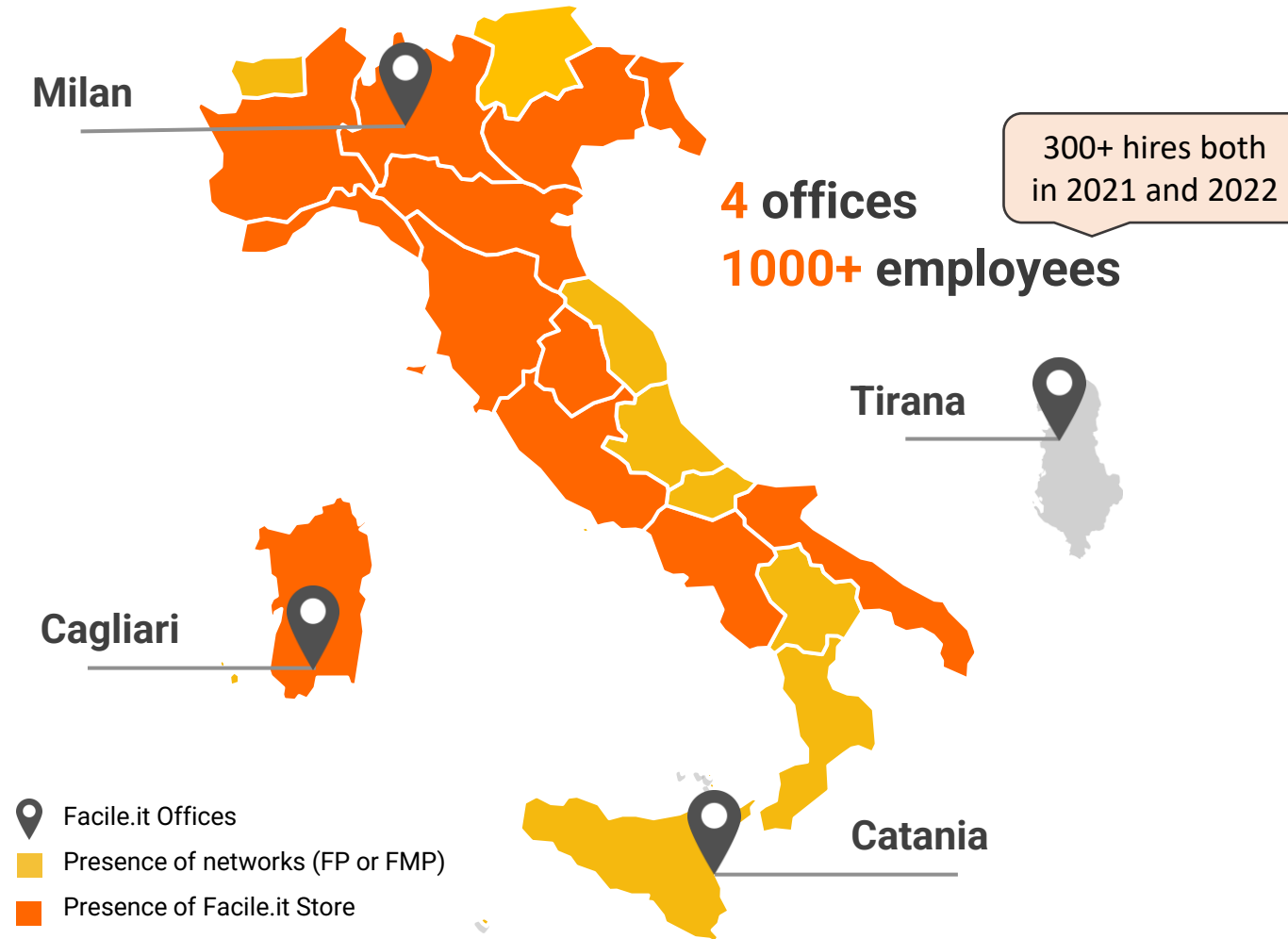
We make everyday life easier.



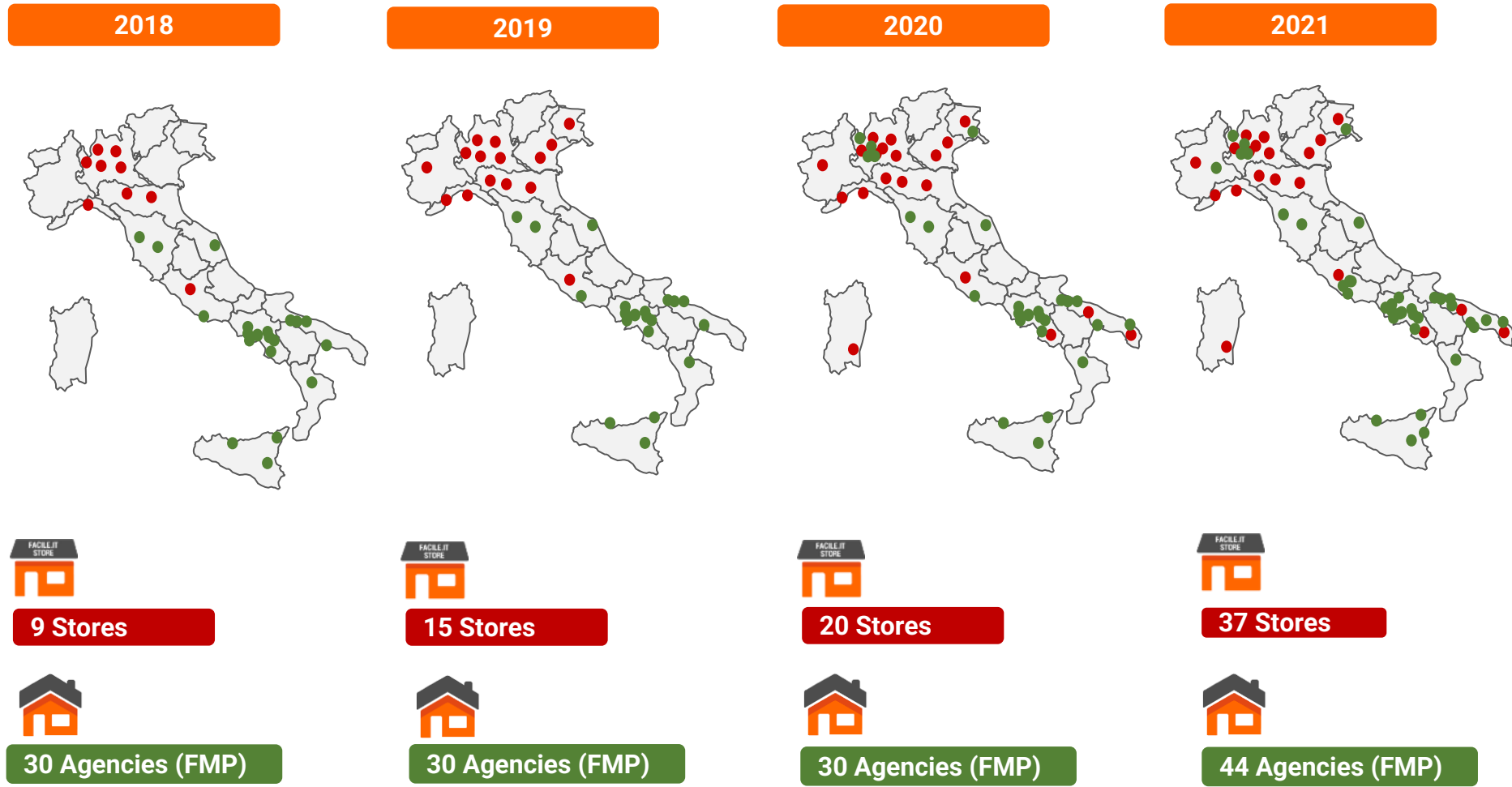
Our growth was also driven by launching different products and channels



Sizeable team, large presence on the ground



Our networks are growing rapidly



Our conversion funnel: the 'multichannel' view



Our conversion funnel: the 'omnichannel' view



Learnings so far

- Multichannel -> Omnichannel
- Different channels, different needs, different customers
- Huge challenges: technology, customer journey, offering gaps
- Customer-centric approach