



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

Saturday
December 12, 2020
9.00 a.m - 1.00 p.m.

Room: Aula Pizzardo
Borgo Sant'Angelo, 13
Roma

COMPANY PRESENTATION

WEB Analytics in Communications

Analysing the spatial and the temporal variables on four dimensions: Software, Development, Business and Innovations, Marketing and Communication Training

09:00 a.m.
Introduction

Fulvio Ferrari

Professor at LUMSA University
Course in Communication Metrics, Web Analytics & Datamining

Speaker

Francesco Malmignati

CTO - Simul Tech s.r.l.



Simul Tech is a dynamic reality projected towards the development of IT solutions, both directly with its own projects as well as in support to customers as consultants. Simul Tech provides all-inclusive technology solutions comprehensive of tailored front-end and back-end developments.

Thanks to the usage of up-to-date and trending front-end web technologies and reliable and innovative back-end frameworks, Simul Tech is able to provide its clients optimal solutions that help them to create and successfully tackle new marketing and business opportunities.

Marketing & Communication: Digital Marketing, SEM, SEO, AdWords, Analytics and Social Media are the fields where Simul Tech can support and give its input to any subject willing to "be found" in the ocean of information spread on the internet. This is the only way to create impact and give value to the investments.

Conclusions

Debates and exercises with participants

info: lumsa.it

