



PRESS RELEASE

GotU selects Yellow Pages Serbia as exclusive partner to boost local business growth through Facebook

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GotU, the award-winning provider of local Facebook advertising solutions to small and medium businesses (SMBs) and retailers worldwide, has launched its hyperlocal technology in Serbia in June 2017. In collaboration with Yellow Pages Serbia – the leading directory and local search company in the country, GotU will provide thousands of local businesses with unprecedented access to the vast digital marketing opportunities on Facebook Business.

GotU for SMB marketing partners is an innovative end-to-end Facebook advertising solution, based on an efficient combination of hyperlocal targeting and reach & frequency optimization. Facebook offers the best marketing platform for local businesses to reach their target audience in Serbia today. However, local businesses are still often unaware of this opportunity. GotU's sales and advertising solution aims to break this barrier with its unique product aimed at driving real offline action through online advertising.

“Serbia represents an important achievement in Europe for GotU. Our Facebook marketing technology will empower thousands of local SMBs - who form the backbone of Serbia's economy - with access to new business opportunities and growth”, Amedeo Guffanti, the CEO of GotU explains.

GotU will be working with Yellow Pages, Serbia's biggest publication & SMB-focused brand. An established directory and salesforce network is crucial for a digital product launch in a country where many business owners still need guidance on digital. Today, only 5% of Business Page owners are advertisers on Facebook, so there's a huge untapped potential in introducing the digital advertising industry to small local businesses.

Zarko Popovic, CEO of Yellow Pages Serbia stated *“Over 90% of all businesses in Serbia are classified as SMBs. That's why implementing a hyperlocal digital marketing technology specifically designed for small local businesses is a big step, which supports our customers' transition into the digital world and opens new possibilities for local growth.”*

About GotU: GotU is a London-based advertising technology solutions provider for SMB Marketing Partners and business directories like Yellow Pages, as well as large retail and restaurant chains. GotU's advertising solution was awarded the Facebook Innovation Spotlight award for Real Results in July 2016 and is currently available in more than 18 countries globally. For further press enquiries, please contact Emma Koitola, e.koitola@gotu.io.

About Yellow Pages Serbia: Yellow Pages is the largest local search engine and business directory in Serbia. Understanding the needs of SMBs in Serbia, they provide the most suitable marketing services to their local clients, maximising their benefits with limited budgets.