

BUSINESS CASE

# Camif.fr

ABOUT

Founded in 1947, Camif used to be a distributor of home improvement products via mail order, its shops, and its website. Since it was taken over by the Matelsom Group in 2009, Camif has focused on its online business whilst remaining true to the founding values of the company: being an ecologically responsible business.



« We have been working with Nextperf for almost 5 years, and it is a reliable partner which has always been able to respond to our requests and meet our targets. Thanks to regular technological innovations, Nextperf offers a cost-effective solution which is suitable for all the profiles of the internet users who visit our site. »

FRÉDÉRIC DARONDEAU  
TRAFFIC MANAGER

