

BUSINESS CASE




ABOUT

The company was one of the first retailers' cooperatives for grocers, before going on to establish itself as a distribution network with the appearance of its first brands at the end of the 1920s. The Système U cooperative group includes the Hyper U, Super U, Marché U, U Express and Utile brands. It is the fifth largest food distributor in France after Carrefour, Leclerc, Casino and Intermarché, and boasts 1559 points of sale throughout France.



Increasing sales volume on U Drive - coursesU.com

Managing ROI




Improving media reach through innovative formats




Creating dynamic feeds with top products

AVERAGE BASKET SPEND

€108



65M

IMPRESSIONS



13,5%

IMPROVEMENT ON CR

5%

CLICK THROUGH RATE

+1,07%

OF INCREMENTAL SALES

90%

OF THE AUDIENCE IS RETARGETED



Thanks to personalised guidance offered by Nextperf, we were able to achieve our conversion objectives while managing our ROI, with the added satisfaction of contributing positively to our brand experience. We have full confidence in Nextperf, which was able to work hand in hand with our media agency and showed itself to be highly responsive when it came to meeting our needs.



OLIVIER GRANDA
ACQUISITION & E-COMMERCE MANAGER

