

# Etam

## ABOUT

With a network of more than 4,300 sales outlets in 40 countries, the Etam Group is a major player in the European and Chinese ladies' fashion markets. It designs and distributes its products through four brands: Etam Lingerie, Etam Prêt-à-porter, 1.2.3, and Undiz. The increase in operational investments from EUR 29.3 million in 2012 to EUR 45.0 million in 2013 confirms the rude health of the Etam Group.



To set up a performance-oriented retargeting lever with the aim of streamlining the cost of acquisition



To maximise the visibility and transparency of the product offering



To adjust the retargeting segmentation in line with our media strategy and our ROI criteria



To increase our rate of new prospects by using customised configuration

**4K**  
VISITS IN 8 MONTHS

**0.3%**  
OF AVERAGE CTR

**7%**  
OF OVERALL SALES



We chose an exclusive partnership with Nextperf in order to concentrate our ROI lever on a single interface and maintain regular communication flows for monitoring the campaign.



MICHAEL HADDAD  
TRAFFIC MANAGER

