

BUSINESS CASE



ABOUT

Fnac Spectacles is one of the websites operated by France Billet, a company which has been 100% owned by Fnac since 2009. Fnac Spectacles is the leading ticket seller in France and offers the cheapest e-ticketing on the market.

Capturing audiences after they have left in order to get them buying + **Predicting the behaviour of user in order to achieve the specified ROI target** + **Very demanding ROI target**

86M IMPRESSIONS

+10% FOR THE CR

-6% ON THE CPO

+60% FOR THE CTR

Website content includes: GAL, 20 ANS DE SCÈNE!, PARIS 15, 49€, MADAME FORESTI, JE PREFERE QU'ON RESTE AMIS, U2:THE BRONCOS • REFERENCE TOUR 2015, PARIS BERCY 10 & 11 NOVEMBRE 2015, PARIS 19, 35€, PARIS, 22€, Voir, Voir.

« Our partnership with Nextperf allows us to recover undecided internet users in an efficient manner using a wide variety of formats. Our internal ROI management methods are followed to the letter by Nextperf, which provides very considerable flexibility. »

SEBASTIEN VENTURINI
E-COMMERCE DIRECTOR

