

BUSINESS CASE



ABOUT

Ever since it was founded in 1995, Sport pour tous / Couloir 4 has been helping keen sportsmen and women to choose their running equipment. The i-run.fr site was launched in 2007 as the online extension of this philosophy. And it's a gamble which is paying off: i-run.fr is generating annual sales of many tens of millions of euros, and in 2010 it won the "digital performance" award from the Toulouse Chamber of Commerce.



Generate additional sales whilst aiming to control CPO



Boost sales significantly during peak periods (seasonal sales and Christmas)



Offer a transparent solution together with individual advice

400 000
VISITS ON
THE WEBSITE

120M
IMPRESSIONS

1,1%
OF CONVERSION RATE

5%
OF OVERALL SALES



Nextperf has been a trusted partner for many years now and a real asset when it comes to generating additional sales. I recommend Nextperf on account of its cost-effectiveness, but also its transparency and the advice that it provides. The extremely clear customised reports enable you to keep an eye on the program without having to devote valuable time to doing so. In short: reliable, efficient, and cost-effective.



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