

# KIABI

## ABOUT

The Kiabi brand has stood for "affordable fashion" for over 30 years. The aim of its founder was to offer clothing for all the family which is fashionable and provides the best possible value for money.



In one year, Nextperf has doubled the overall number of impressions and sales achieved through the Kiabi campaign!



**KIABI**  
la mode à petits prix



**7,7%**  
OF CONVERSION  
RATE

**€2.2M**  
TURNOVER

Tee-shirt jersey rayé  
Préférez de larges rayures pour un sty...  
5 €

Tee-shirt jersey imprimé  
Des imprimés pour tous les styles ! ...  
7 € 3,50 €

Tee-shirt 'Star Wars'  
Fans de la saga 'Star Wars' ? On l'aff...  
12 €

Tee-shirt Batman 'DC Comics Origina...  
Fan de Comics ? Craquez pour notre...  
10 €

**KIABI**  
la mode à petits prix

**535M**  
IMPRESSIONS

**65K**  
POST-CLICK SALES



A trust-based relationship with Nextperf has been developed over the years: they help us to generate additional sales and traffic and to control our profitability and our marketing budgets.



ARNAUD MANDON  
TRAFFIC ACQUISITION MANAGER AT KIABI

**Rakuten**  
Marketing