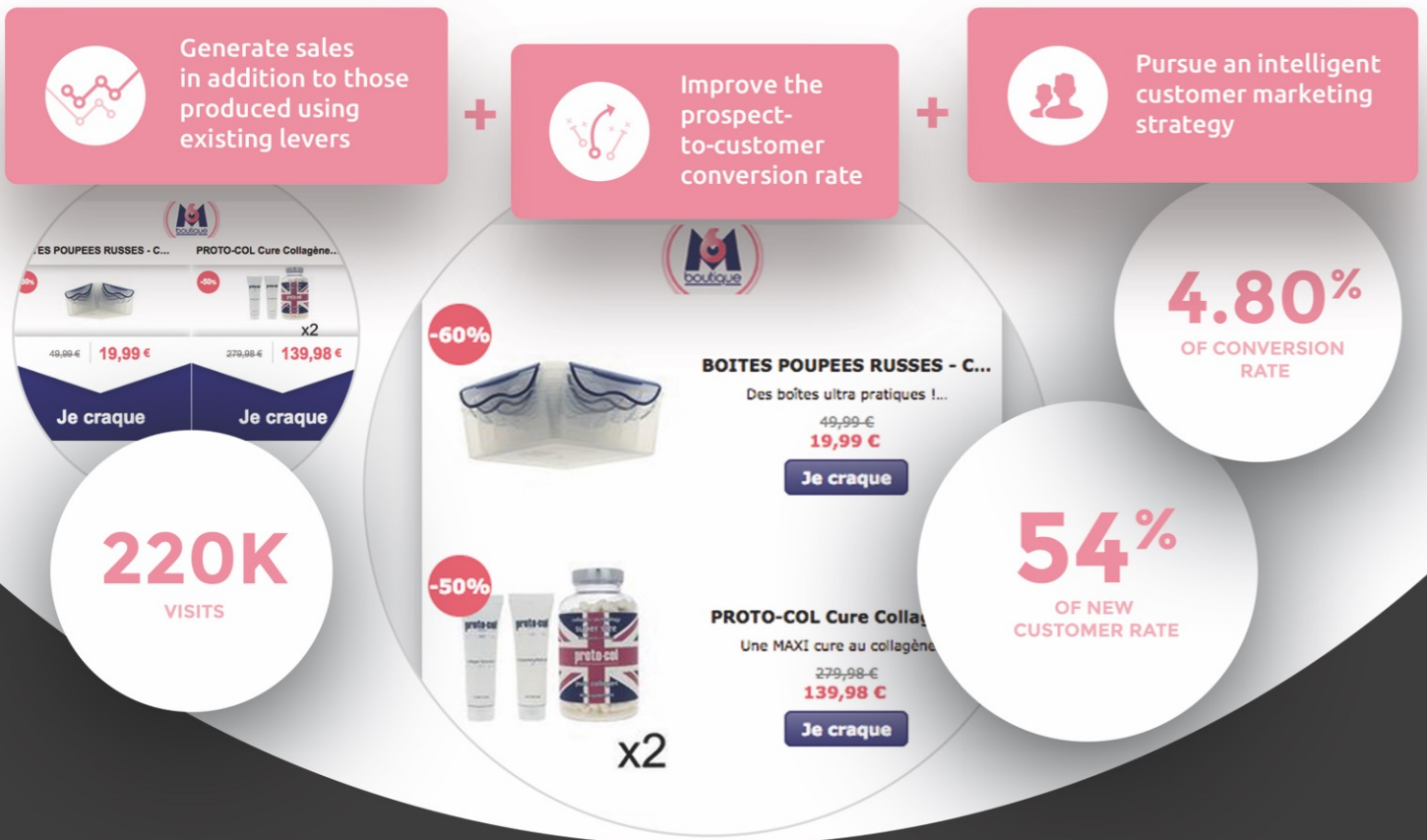


## BUSINESS CASE



### ABOUT

It was in 1988 that the M6 Boutique adventure began on the M6 TV channel. Initially limited to just one broadcast a day on M6, M6 Boutique has now diversified its business, in particular via M6 Boutique&Co, a 24-hour channel broadcast via cable, satellite and ADSL. The M6boutique.com website was launched in order to increase sales and to stay at the cutting edge of distance selling.



We've been working in a long-term partnership with Nextperf for several years now. We particularly appreciate the responsiveness of the team and the support that they provide for implementing a strategy to achieve sales growth whilst adhering to the KPIs



VALÉRIE CANTALOUBE  
TRAFFIC MANAGER

**Rakuten**  
Marketing