

# promod

## ABOUT

Founded in 1975, Promod is a French family business which specialises solely in the design and sale of ladies' ready-to-wear clothing and accessories. From the early 1990s onwards Promod has established itself outside France. Today it has 628 stores in 45 countries. More than 50 % of its turnover is generated outside France, and it attracts almost ten million customers every year. Promod has 3,000 employees in total, and more than 90 % of them are women.

Generate additional sales while aiming to improve ROI / COS

Increase visibility and recognition

Improve the ROI by a performance-based driver

Increase the rate of new leads

STRONG SALES GROWTH GENERATED

80M IMPRESSIONS



We have been working with Nextperf for two years now, and ever since the campaign was launched, Nextperf has taken pains to ensure that our objectives are met. Nextperf's regular technological innovations allow us to develop the campaigns jointly.



YOHAN SMAL  
ACQUISITION AND WEB TRAFFIC MANAGER

