

ADLPartner acquires a capital stake in Converteo

Paris, 17 April 2014 (5:45 pm) – ADLPartner is announcing that it has acquired a capital stake in Converteo, a specialized e-business performance improvement consultancy.

Founded in 2007, Converteo is a digital consulting firm specialized in improving its customers' performances. It covers all aspects of their digital business, from strategy to implementation and optimization. The team is made up of around 20 high-level consultants, internet channel specialists.

Converteo has carried out a large number of assignments for operators from the retail, B2B, lead generation and media sectors, including La Redoute, Club Med, SFR, Cdiscount, 3Suisses, GDF Suez, PMU, Arc International, BNP Paribas, Galeries Lafayette and Manor.

For ADLPartner, the acquisition of this interest is in line with its strategy for diversification into digital marketing. Converteo's capabilities will make it possible to develop the Group's areas of expertise, while also helping expand the offers, supplementing the existing activities led by Activis, particularly for search marketing, as well as by ADLPartner for database development.

ADLPartner's sound foundations and extensive multichannel marketing experience should enable CONVERTEO to further strengthen the development of its range of solutions, while supporting its potential for growth.

Converteo will be consolidated in the accounts for 2014 on an equity basis. This transaction, based on a capital increase, is being self-financed by ADLPartner.

Company information

As a specialist in relational marketing, ADLPartner designs, markets and implements customer relation management and loyalty services on its own behalf or on behalf of its major partners (banks, retailers, services, e-commerce, etc.).

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