

ADLPartner: Launch of ADLPerformance, the dedicated brand for integrated customer marketing solutions

Paris, 20 January 2016 (6 pm) – The ADLPartner Group, the relational marketing specialist, has unveiled the BtoB brand ADLPerformance, aiming to further strengthen the reputation and visibility of its integrated performance-driven customer marketing solutions.

ADLPerformance unites together all the cross-channel marketing solutions and high-level expertise from the Group and its subsidiaries (Converteo, Activis, Leoo) under a dedicated commercial brand in order to offer an extensive support to businesses to create value by maximizing the performance of their customer marketing actions and capitalizing on their customer knowledge.

ADLPerformance offers a new integrated customer marketing model, from designing to implementing global cross-channel approaches and harnessing the full potential of digital and data. ADLPerformance already has a strong position on the market, in France and Spain, supporting a large number of pan-European brands.

The launch of ADLPerformance, bringing together 40 years of marketing engineering know-how and highly innovative techniques, will help promote and value the proven solutions and expertise of the ADLPartner Group, which has an extensive track record in performance marketing.



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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ADLPartner is listed on the regulated market Euronext – Compartment C

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