

HAVAS MEDIA NETWORK & CARREFOUR

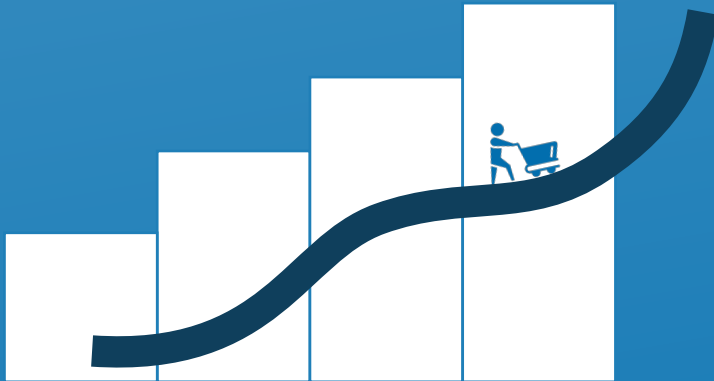
BEST USE OF PERFORMANCE MARKETING

**41 MILLION REASONS
FOR AN AWARD** 

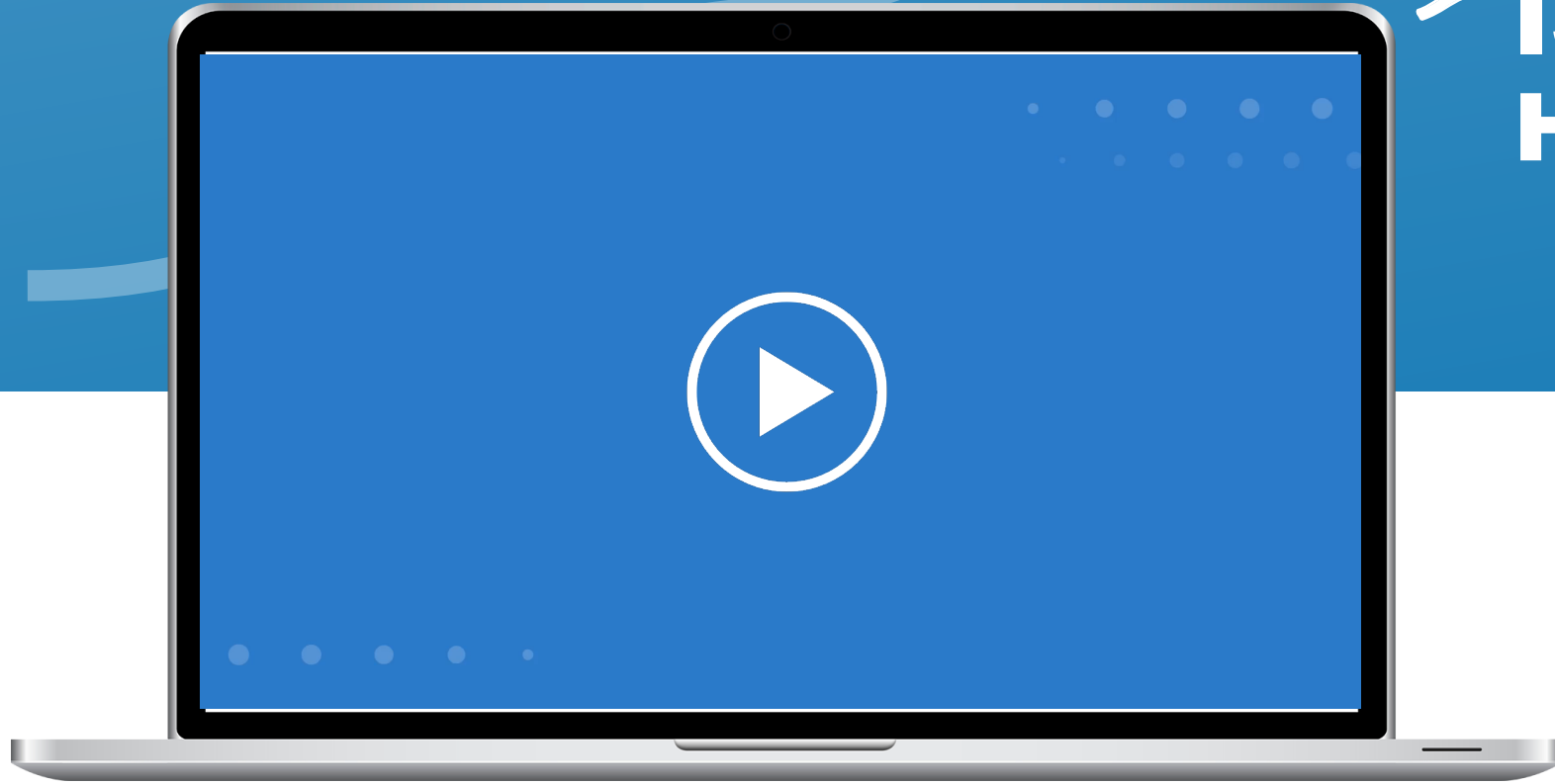


41 MILLION REASONS?

WE GENERATED A SALES
INCREASE WORTH
€41.5 million



**HERE
IS
HOW**

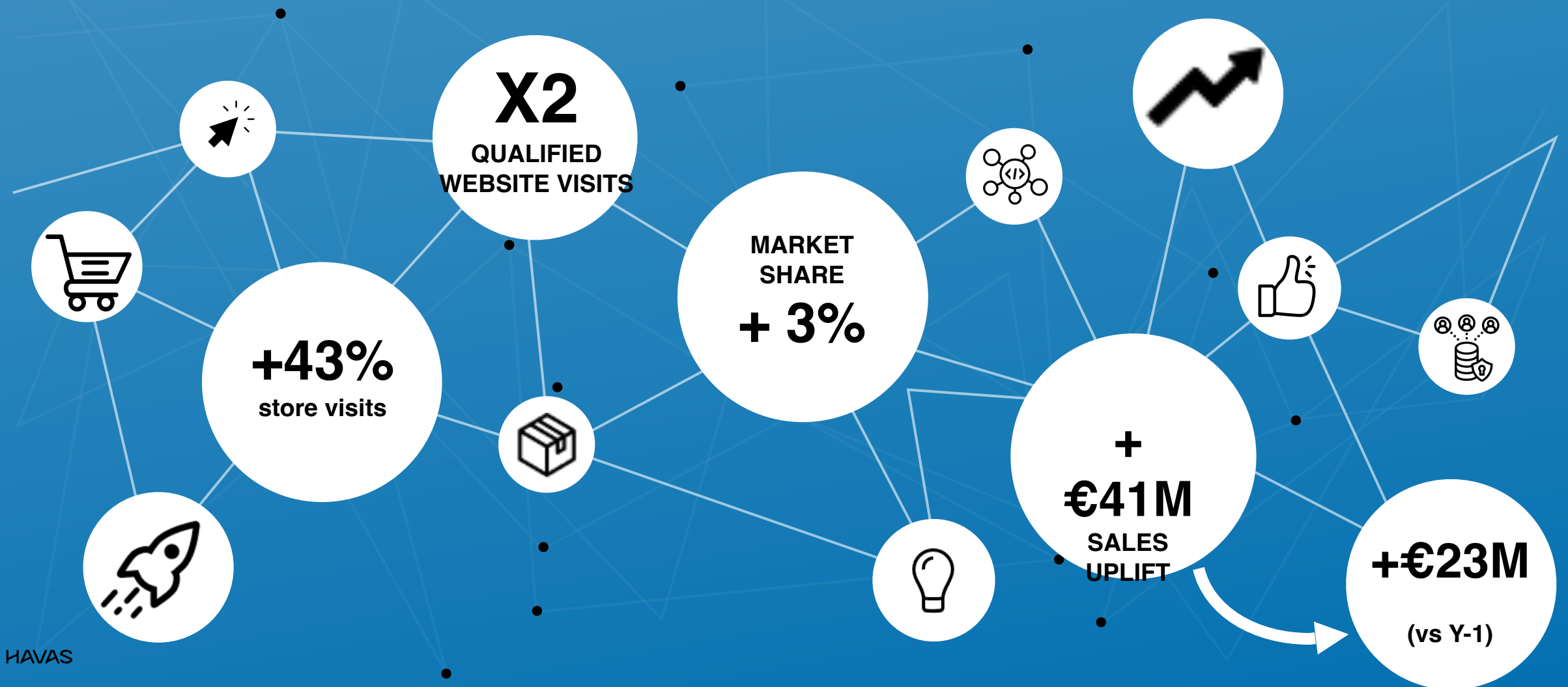




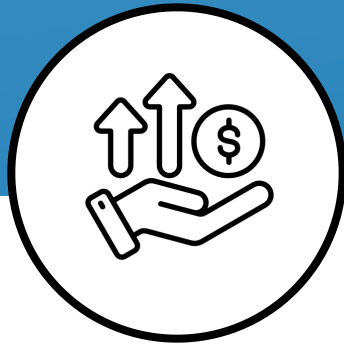
THE RIGHT APPROACH FOR EACH AUDIENCE



THE RESULTS WE'RE PROUD OF



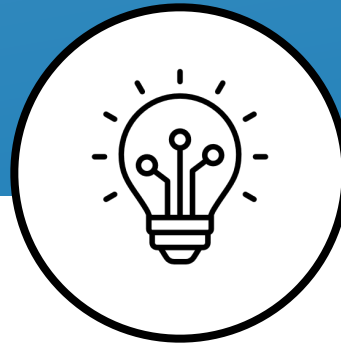
WHY DO WE DESERVE AN AMMA AWARD?



REVENUE MAXIMISATION:

Clever use & activation of data

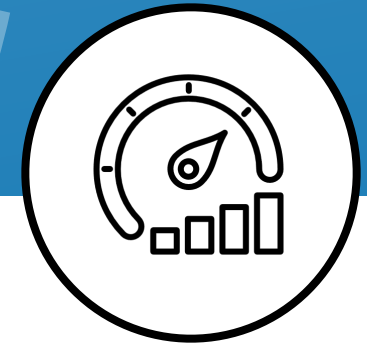
Omnichannel approach



TECHNOLOGICAL INNOVATION:

The most successful custom bidding strategy we ever built

Use of Adsquare and LiveRamp to report and optimise on sales results



OVERPERFORMANCE IN DIFFICULT CONTEXT

€41.5M sales uplift

3% share of market uplift

