



CONNEXIA

Creativity in Love with Data and Technology

Pierre Fabre reaffirms the partnership with Connexia for search marketing and digital properties management.

The partnership between the French multinational and the communication and marketing agency is continuing in order to manage the digital presence of all Pierre Fabre brands

Milan, 28 July 2021 – The partnership between **Pierre Fabre Italia S.p.A. with Sole Shareholder**, a leading French multinational in the pharmaceutical and dermo-cosmetic sector, and the independent agency **Connexia** has been reaffirmed. Since 2018, the company has relied on the marketing and communications agency for **SEO optimisation** and to **maintain the web properties** of the **Eau Thermale Avène, Klorane, A-Derma, Ducray** and **René Furterer** brands.

Connexia manages a variety of activities to effectively analyse, consolidate and protect the brands' presence on major search engines, thanks also to the proprietary tool **Connexia SEO Defender**. From **content and tech optimisation** to continuous performance **monitoring**, from **web maintenance** to **dedicated reporting**, it is used to snapshot the brands' visibility in each semantic area of interest.

Connexia is also entrusted with **all design, conception and development activities** of **digital touchpoints** for online/offline initiatives, from the development of specific landing pages to support new product launch campaigns, to the conception and creation of the **in-store promotion system** or the **maintenance** of **buy buttons**, the shortcut buttons used to purchase products on e-reseller sites.

Connexia Società Benefit S.r.l.

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Taxpayer code and VAT no. 12205240158 · Share capital Euro 500.000,00 fully paid up · Economic administrative index 1537791

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Company subject to the management and coordination of Alchimia S.p.A.



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"We are delighted that the partnership between Connexia and Pierre Fabre Italia has been reaffirmed" explains **Andrea Redaelli, Managing Partner of Connexia's Digital Media Area**. "This is a new, welcome certificate of excellence, and recognises the quality of our work. From the start of the partnership in 2018, our work has so far clearly produced tangible and significant results for the company and its brands. Connexia is confirmed as a special partner in online properties management and managing brands' SEO activities, thanks to its multidisciplinary teams which can respond to customer needs by incorporating all the market innovations of a constantly and rapidly changing world, such as that of digital marketing".

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 140 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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