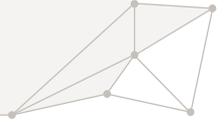


# EUROPAGES

B2B MARKETING SOLUTIONS





CATALOGUE



NEWSLETTER



E\*PAGE



CUSTOM EMAIL



DISPLAY



RETARGETED DISPLAY

**STAND OUT ON THE INTERNET**

- 1. Boosting your online visibility is crucial ..... **p.4**
- 2. Visitor engagement and click-through rates ..... **p.6**
- 3. Visitor profiles ..... **p.7**
- 4. Search mapping ..... **p.8**
- 5. Your content translated and indexed in several languages  
to boost your visibility ..... **p.9**

**E\*PAGE** YOUR COMPANY PROFILE ..... **p.10**

**E\*PAGE** YOUR MULTIMEDIA SPACE ..... **p.12**

**CATALOGUE** YOUR PRODUCTS ONLINE ..... **p.14**

**DISPLAY** BRAND AWARENESS ..... **p.16**

**DISPLAY RETARGETING** SOLUTION SHEET ..... **p.18**

**NEWSLETTER SPONSORING** SOLUTION SHEET ..... **p.20**

**EMAIL CUSTOM** SOLUTION SHEET ..... **p.22**

**MEASURE YOUR RETURN ON INVESTMENT**

- 1. Your personal myEUROPAGES space ..... **p.24**
- 2. Your contacts ..... **p.24**
- 3. Your detailed statistics ..... **p.26**



## 1. Boosting your online visibility is crucial

For every type of business, the internet is a marketing and sales game-changer. B2B buyers have radically changed the way that they operate. It takes ever greater efforts to generate sales.

The typical buyer starts by identifying a need or problem and searching for a solution, then selecting a list of potential suppliers before finally deciding to purchase a solution.

In the past, B2B buyers would contact a sales person directly if they wanted to evaluate a solution. Over the past decade, this purchasing cycle has become considerably more complex.

Today, the majority of B2B buyers spend a significant amount of time using the internet. The internet offers access to a wealth of information about potential suppliers and solutions. They carry out the vast majority of their searches for information by themselves, long before contacting any potential suppliers.

**Buyers contact potential suppliers after having searched the internet with the information needed..**

This means that, today, boosting your online visibility is crucial.

B2B marketing solutions from EUROPAGES offer you a gateway to a network of millions of professionals and the guarantee that, at last, you will stand out on the internet.

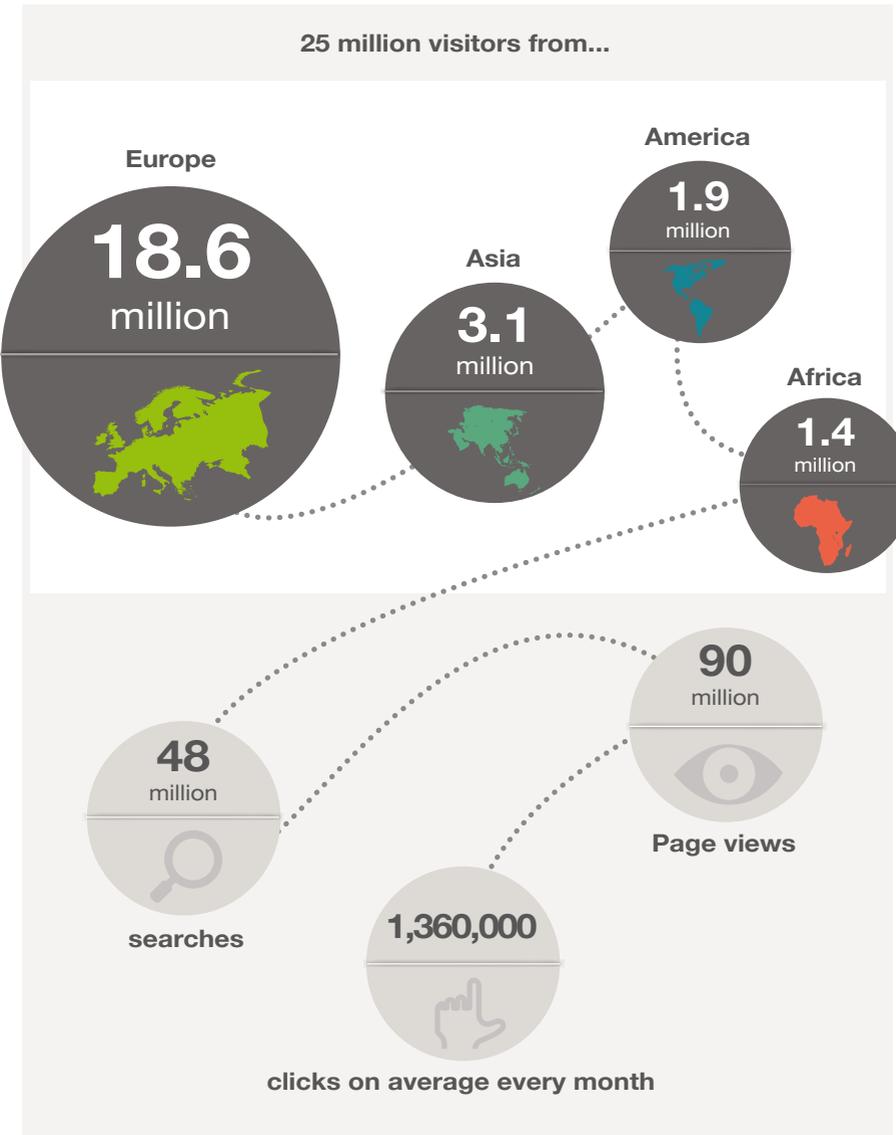
**EUROPAGES is available in 26 languages and is carefully optimized for search engines.**

EUROPAGES clients benefit from excellent visibility to promote their business or website, helping serious, professional visitors to find them. Most visitors are soon-to-be buyers from their target markets.

The EUROPAGES teams are experts in search engine optimisation and content management, meaning that every member business enjoys unprecedented visibility on the leading global search engines (Google, Yahoo and Bing) as well as their regional counterparts (such as Yandex in Russia and Baidu in China).

EUROPAGES is your guarantee of international visibility. Available in 26 languages, our website is used by professionals from all over the world, who can read the company pages in their mother tongue.

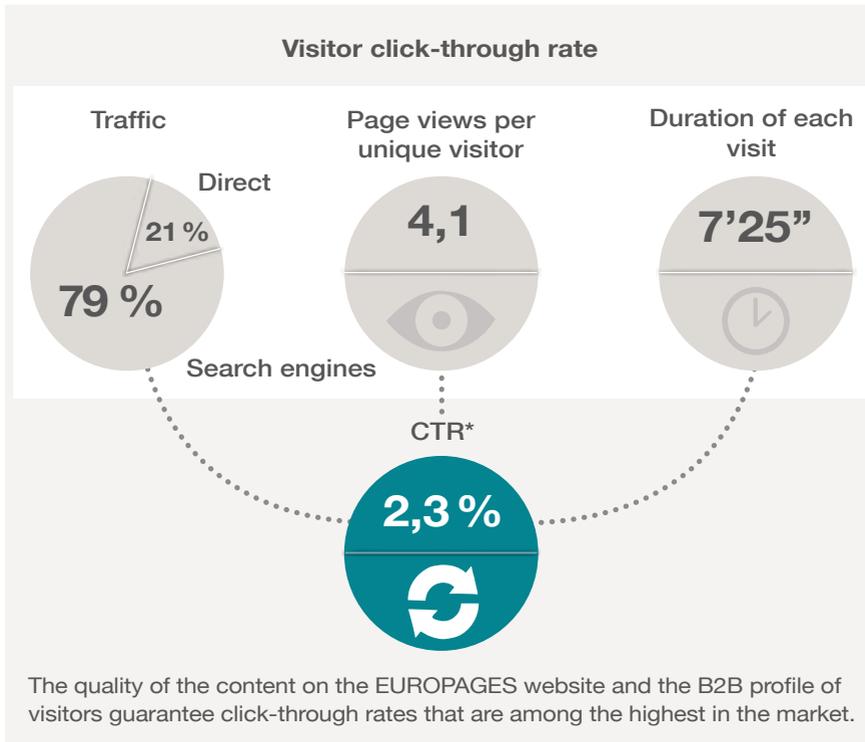
The majority of visitors to the EUROPAGES website come from Europe, making the site a very attractive proposition for suppliers looking to grow their business in the world's largest market.



source: Comscore Digital Analytix, 2014

## 2. Visitor engagement and click-through rates

The EUROPAGES solution is central to effective digital marketing strategies.

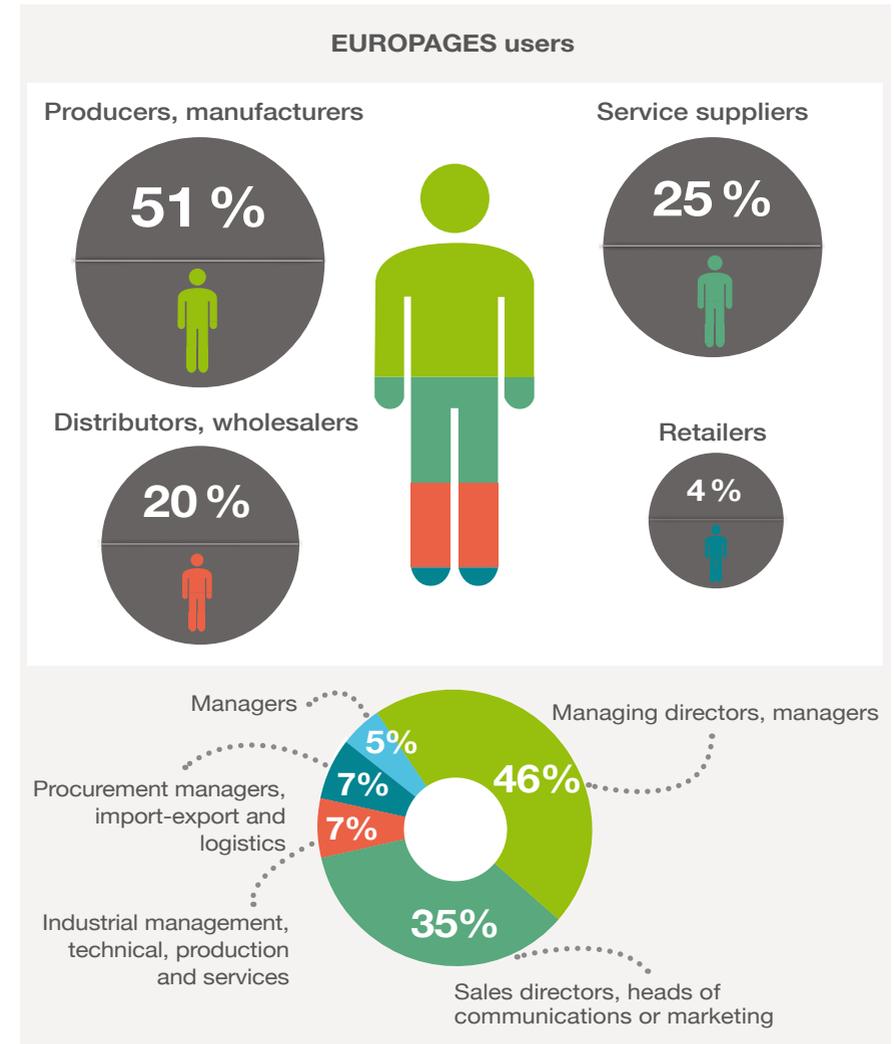


\*CTR (click-through rate): number of clicks to members' sites divided by the number of times their E\*Card and E\*Page are displayed.

## 3. Visitor profiles

Although most users of solutions from EUROPAGES work in the industrial and manufacturing sectors, service industries

are increasingly represented, reflecting the rise in import-export activities. One thing is certain, B2B professionals are drawn to EUROPAGES: retailers represent just 4% of visitors.



source: Comscore Digital Analytix, 2014

source: EUROPAGES database



#### 4. Mapping searches on EUROPAGES

Our website features over 2.6 million businesses in every activity sector, from food to construction, metallurgy to energy, cosmetics to chemicals and transport.

EUROPAGES analytical systems gather data on close to 100 million searches of 26 main sections and 4,000 sub-categories by professionals from over 100 countries.

This browsing data is statistically representative of the drivers motivating international professional visitors' search and sourcing activities.

EUROPAGES uses contextual interactive maps to paint a picture of this information for you: who is looking for which products? And in which country? Thanks to these maps, EUROPAGES provides you with an open-data tool to help you to identify markets to target and to grow your business internationally.



#### 5. Your content translated and indexed in several languages

We specialise in helping small businesses to stand out on the internet and win international business. To do this, we make translating your content central to the service that we offer.

Content translated into 15 languages is a powerful tool for any company, no matter what field they work in. Translated content massively grows the potential audience:

- the company's content is accessible to potential buyers in their mother tongue;
- content is also search engine-indexed in all languages.

EUROPAGES does not use machine translation. Because we care about quality, over 20 years ago EUROPAGES created its own 100-strong network of technical translators in Europe and around the world. Our translators are selected after a rigorous recruitment process and they only ever translate into their mother tongues.



**Open listings:** EUROPAGES has created a highly effective keyword system; you can choose from the numerous terms already in the EUROPAGES database, or add your own custom keywords if you work in a highly specialist field.



**Translator network:** EUROPAGES translates its clients' descriptive text and keywords into 15 languages. A major plus: you strengthen your audience and your potential customers find you using their mother tongue language. This multilingual indexing boosts your visibility on the internet.



**Multilingual search engine:** searchable in 26 languages, the EUROPAGES search engine makes it possible for every user to find partners or distributors.



**International database:** with over 2.6 million registered businesses, EUROPAGES has compiled a very wide-ranging and exhaustive database of terms, including descriptions of many highly specialised manufacturing activities.



## Create a landing page to fit your image

B2B buyers spend a lot of time on the internet, especially at the beginning of the purchasing cycle when they start looking for options that might meet their needs or solve their problems.

This is the upstream research phase, when they fine-tune their specifications and requirements, long before they first make contact with any potential suppliers. This means that buyers draw up their shortlists without making contact with you, working only from information gathered online. If you are going to attract potential clients to your company and your solutions, the very first thing you have to attract is their attention.

You should think of your E\*Page in the same way that you think of your website. It is a sales tool that your potential customers will come across online, so put yourself in their place: think about what information is the most important for potential buyers, your visitors, to help them to decide to make a purchase, and make sure that this information is accessible.

First comes a description of your company. This is where you can clearly set out to your potential clients how you will go about meeting their requirements. Use a selection of relevant keywords in your description and write with the user in mind. Use a

description that describes your business precisely. Avoid using messages that are too generic or simply corporate-speak when talking about quality, customer policies, and so on.

Your E\*Page is a page that will be indexed by Google and other search engines. The quality and accuracy of its content is critical. The objective is for buyers to be able to find you at the start of the purchasing cycle, when they are exploring the solutions available. Beyond ensuring you can be found, your E\*Page then gives you the chance to interact with the buyer, increasing the chances of your solutions being shortlisted.

**The EUROPAGES consultants will help you to create your E\*Page and your content will then be translated into 15 languages, meaning that your potential clients will be able to discover your solutions in their mother tongue.**

**Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.**

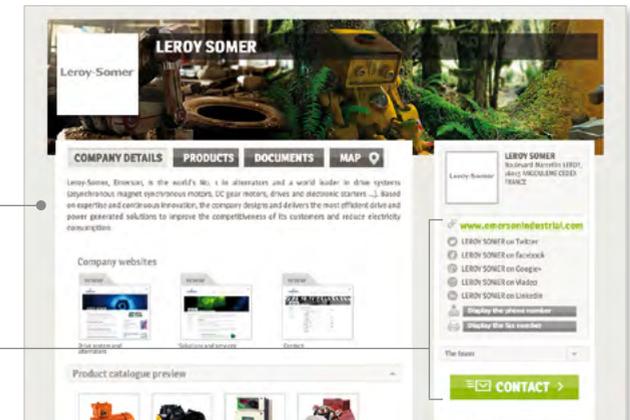
*(Source: Wikipedia)*

Start of the purchasing cycle

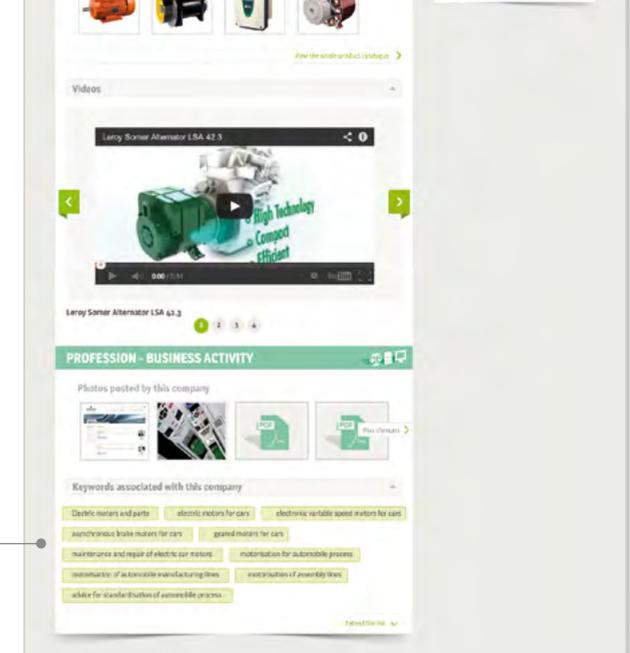


Business description:

Content indexed and translated into 15 languages



Interact with the buyer



Keywords and tags:

Content indexed and translated into 15 languages



**Add technical and marketing content**

Buyers use the internet to draw up their shortlist of potential suppliers. They then contact these potential sellers to request quotes or tenders. Buyers who cannot find the information they need from a supplier will go elsewhere. The fact is that buyers pre-select their potential suppliers based on information gathered on the internet.

As well as complete contact details, buyers are looking for all types of technical and sales information: prices, case studies, articles, white papers, product reviews and tests, technical information, certifications, and so on.

If you decide to post images, adding a title will help them to be indexed by search engines. Search engines alone are unable to determine what an image may be. This means that they rely on contextual content associated with it.

You can also publish PDF documents on your E\*Page: technical specifications, price lists, catalogues, certifications, press articles, etc. These pages are frequently visited by search engine text bots and are simple for them to index. You can ensure optimal indexation and – therefore - optimal visibility by following these 4 important steps.

**Best practice for PDF files**

**1. Create your documents using word processing software:** use Microsoft Word (Save as PDF) or Adobe Acrobat; text bots can read and index content created with these software packages.

**2. Add links to relevant web pages:** the text bots are able to read links in PDF files. If you place links to relevant pages on your website in your PDF documents, then visitors will be able to go directly to your site from the PDF.

**3. Save the file in PDF format and give it an easy to understand name:** this will also help users to identify the PDF's content if they want to share it with colleagues or save it to read later one.

**4. Fill in the document properties:** open your PDF file in Acrobat and fill in the Document Properties by going to the File menu and selecting Document Properties. Click on the Description tab and fill in the four fields: Title, Author, Subject and Keywords. Type your company name in the Author field. In the Subject field, type a short description of the PDF file in 'user' language. Finally, use three or four phrases to fill in the Keywords field, including the keywords contained in the PDF; use commas to separate each phrase. Remember, it is a good idea to use keywords relating to your business sector as widely as possible on the content posted on your E\*Page.

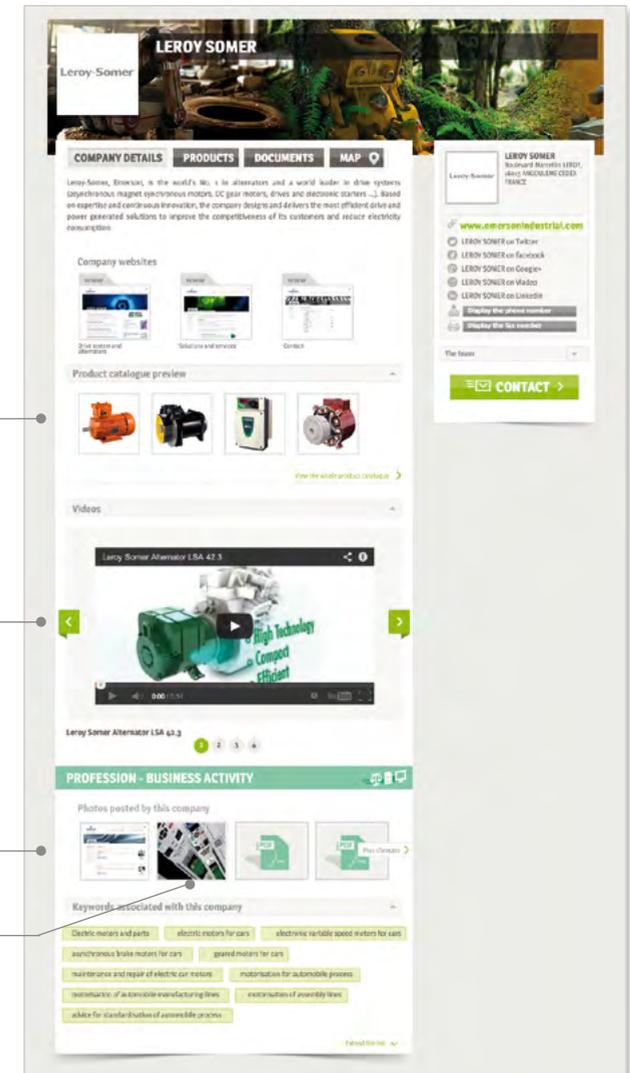
**The EUROPAGES consultants will help you to design your content or handle the entire process after listening to your needs.**

Product catalogues:  
Titles & descriptions are indexed

Videos:  
Titles & descriptions are indexed

PDF documents:  
Le contenu des PDF est indexé

Images:  
Titles & descriptions are indexed





## Open up your catalogue to the whole world

Providing detailed information about your products and services is crucial. Today's B2B buyers will spend a lot of time searching on the internet before they contact you. This means you must anticipate their questions about your products and services, and answer them before they even have time to ask them. Be proactive!

Product pages that really work have the following characteristics:

**Photos of the product:** product images make a strong and immediate visual impression. Based on this visual impression, visitors will quickly make a judgment about whether or not the product interests them. This means that choosing the right photo or illustration is key. Images are the first level of information that may cause a visitor to think favourably about your solution.

**Search-engine optimised title:** generally, but not always, this comprises the product name. Avoid titles that are too long or too short, concentrate on the product name that your current customers generally use, make sure that you are speaking the 'language' of a user.

**Description of the product:** as well as the product name and pictures, potential buyers are also looking for content that will help them to quickly understand the advantages offered and the ways that it can meet their requirements.

A short, accurate product description can help them to instantly understand if it is something that they might be interested in. Try to use the keywords your potential clients are looking for when writing your descriptions. A well-written product description must answer the following questions: what is the product? What does it do? What are its main characteristics?

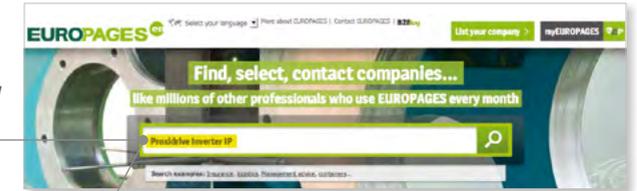
**Section headings:** if you have a range of product families you can group them together in sections and create filters to make it easier for visitors to search and navigate.

**Specific, detailed information:** add the information or forms that are used in your company: forms requesting a quote, diagrams, tables of dimensions, measurements, etc. All of this will make things easier for your potential customers.

**Additional marketing content:** videos showing products in real situation, PDF files, documents to download, slide shows depicting the product and how it works.

**Call-to-action:** every one of your E\*Page's product pages features a prominent button inviting visitors to ask for further information or a quote.

**The EUROPAGES consultants have in-depth experience of how to make the most of marketing and technical content. They know how to help you to create your Product Pages.**



The visitor carries out a targeted search



Product title:  
Titles & sub-titles are indexed

'Contact us now' button

Video of the product in action:  
Indexed title

Precise product description:  
Indexed keywords and tags

PDF with specifications

**A PAGE LIKE THIS FOR EACH OF YOUR PRODUCTS?**  
Ask for your catalogue to be created on EUROPAGES  
[FIND OUT MORE](#)



## Banner, Skyscraper, generic and theme-based Sponsors

Online display advertising, a highly effective and targeted way to reach your potential customers, meets two key objectives: grow awareness of your brand and create traffic to your website. Online display advertising is a powerful solution thanks to its ability to target precise segments and to integrate with other e-marketing solutions such as e-mailing.

Clients who purchase a Banner or Skyscraper choose from over 4,000 business sector headings on the EUROPAGES website. The messages will then only be displayed on EUROPAGES pages in these precise categories.

These tools can be adapted for seasonal variations in your business. Advertisement display periods can be tailored from one to several months, to suit the fact that not all companies follow the same timetable. Do you prefer spring or autumn? EUROPAGES displays what our clients choose.

The space reserved for Sponsor displays is sufficient for up to 4 client displays to be run alternately. An additional and exclusive option is available for clients who wish to book the entire space: they will be the only company displayed for the entire duration of the chosen period. You can also choose which language version of EUROPAGES will host the Sponsor displays.

### Key points

- Reaches a targeted audience of professionals
- Efficient mechanism for boosting international awareness and visitor numbers to your website
- Measureable impact thanks to the EUROPAGES reporting solutions



General visibility on one or more language versions:

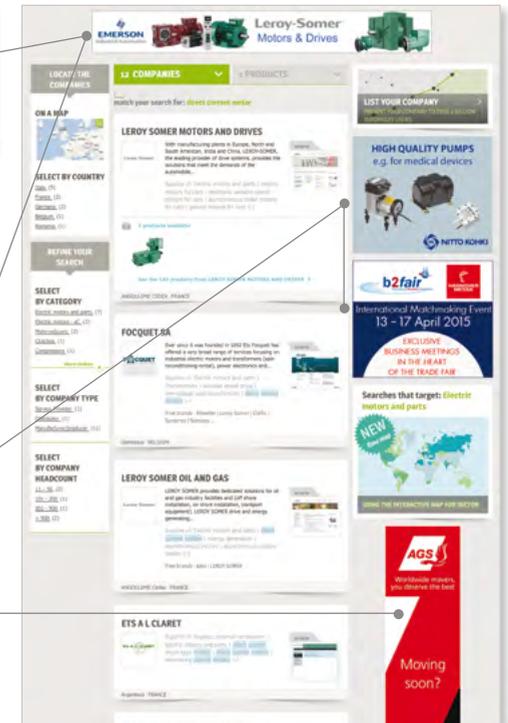
Generic sponsor (300x250px) published on the website home pages, any choice from the 26 language versions available.



Targeting specific business sectors:  
Published on the search results pages

Leaderboard (728x90px)  
Banner (468x60px), optimised for mobile devices

Thematic sponsor (300x250px)



Skyscraper (120x600px or 160x600px)



## What is retargeting?

Retargeted display is a highly effective way of reconnecting with visitors who have left your website and generating contacts. Retargeting works by keeping track of visitors to your EUROPAGES E\*Page or catalogue and displaying your advertising to them on other websites they visit.

## How does retargeting work?

Retargeting works by automatically storing a cookie in the browser of visitors to your E\*Page, product pages, etc. When these visitors leave the EUROPAGES website and visit other sites, they are identified by the advertising servers, which then display your EUROPAGES advertisement to potential clients who are already familiar with your brand.

## What makes this so effective?

Retargeting leads to enhanced online visibility because it presents your advertisements to users with a known interest in your brand.

Retargeting reminds these potential clients of your brand and helps to steer them back to your website. Your brand awareness and appeal grows every time a potential buyer sees one of your retargeted advertisements, as shown by the high click-through and conversion rates that this type of campaign generates.

Retargeting works because it can track visitors as it serves them with advertising content customised to reflect their searches on the EUROPAGES website.

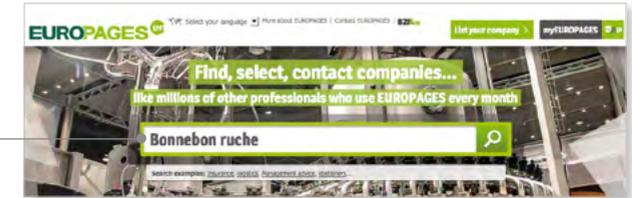
This means that your advertising can be very closely targeted to take account of factors including the visitor's home country, countries searched, the language version used, business sector searched, and a host of other contextual variables. Your advertisements are seen only by relevant target groups, and you avoid needless losses.

Retargeting actually optimises your campaign's relevance by displaying the right message to the right potential clients, thus also optimising your advertising budget. Instead of displaying your advertising to all visitors, you make savings by having your message shown only to the most promising potential clients.

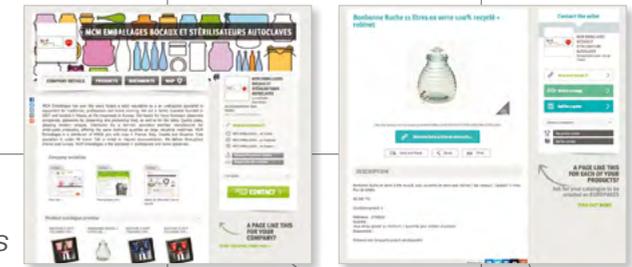
### Key points

- Grows your brand awareness and increases conversion rates
- Measurable, highly targeted impact
- Easy to set up, thanks to support from the specialist teams at EUROPAGES

A user visits EUROPAGES



A cookie is used to identify the EUROPAGES user



The user consults your E\*Page or catalogue

The user leaves the EUROPAGES website and visits other sites



The advertisement server recognises the user and presents your display advertisement

The user is encouraged to visit your website





## E-mailing, the ideal B2B marketing tool

European studies all come to the same conclusion: marketing emails are a core tool when it comes to informing target groups and attracting potential clients to your website.

But the emails need to meet three criteria:

- Content has to be relevant to the recipient, which means it must be targeted.

- Emails have to come from a recognised partner. The sheer volume of unsolicited messages means that the overwhelming majority of messages from unknown senders are never read.

- Message must be written in the recipient's mother tongue if they are to have maximum impact.

## Targeting with the EUROPAGES Newsletter

EUROPAGES provides its registered members with statistical information about their visibility. Every month we send a newsletter to over one million B2B professionals. Written in their mother tongue, this newsletter looks at issues of interest to them.

Buying a banner, advertisement or skyscraper in a EUROPAGES newsletter is a sure way to reach out to a precise target of B2B professionals, selecting from 49 countries and 4,000 business headings.

This is a particularly effective way of communicating if your objectives are to:

- grow awareness of your brand, products or services to thus support growth of your international business;

- trigger a reaction from recipients and encourage them to visit your website, for example, during a product launch, promotion, when you have a stand at a trade fair, etc.

The EUROPAGES newsletter has one of the best open rates in the B2B market, a guarantee of its effectiveness as a measurable tool for conveying your message.

## Best practices

**A short message:** space is limited, so don't pack too much information into a banner.

**Call-to-action:** clearly state what you are asking the reader to do; 'Contact us now', 'Download our brochure', etc.

**Simple visuals:** use a photo only if it is relevant, for example, an image showing somebody using your product, if possible. Otherwise, use an attractive block colour.

**The EUROPAGES graphic design team can create your visuals for you.**

*The message from EUROPAGES:*

*Visibility statistics are sent to over one million B2B professionals*

*Sponsor:*

*A message encouraging the recipient to take action*

## Key points

- An effective format because it is targeted and comes from a partner the recipient knows
- For boosting international awareness and visitor numbers to your website
- EUROPAGES can create your visuals for you.

**EUROPAGES**

**NEWSLETTER STATISTICS**  
**YELLOW BLUE**

Your business sector: **Design publicitaire**

Hello,  
We're delighted to bring you your E\*Page statistics for the month of **November 2014**.

DISPLAY OF YOUR E*CARD	DISPLAY OF YOUR E*PAGE	CLICKS TO YOUR WEBSITE
<b>7845</b>	<b>754</b>	<b>74</b>

**Your visitors**

TOP 3 COUNTRIES

Add more information!

[Log on to myEUROPAGES](#)

**Looking for distributors or customers?**

Potential business customers use digital channels to form their opinions about major purchases and define their shortlist of potential suppliers. EUROPAGES' B2B marketing solutions allow you to put together your own digital catalogue, either by creating it from scratch or by importing existing product descriptions. Catalogues are a great tool for increasing the number of leads you receive!

[Contact us >](#)

**MCM WECK**

The tradition of the brands represented and its long experience make MCM Emballages a reference for the supply and the use of equipment for food preserve at various levels: for a domestic use, semi-industrial or artisanal use, or for the professional restoration.

[More Information >](#)

Put your company right at the top of visitors' search results

[Ask for a quote >](#)

**More to discover on EUROPAGES...**

[Featured on B2Blog](#)  
[Germany: 10 promising business sectors >](#)



## Personalised e-mailing, a customised international B2B service

Of all the e-marketing tools used in B2B, e-mailing can be one of the best ways to create traffic to your website. Although e-mailing has clear objectives - attract attention, generate interest, call to action - a few precautions need to be taken to optimise an e-mailing campaign's impact. A well thought-out e-mailing campaign represents an effective and measurable component of actions to grow your business internationally.

## Capitalise on the EUROPAGES member database

The EUROPAGES member database lists B2B professionals who have indicated that they will accept information from EUROPAGES and its partners (opt-in). Based mostly in Europe (78%), this database of contacts comprises managers from small- and medium-sized businesses and manufacturers that trade internationally.

The teams at EUROPAGES work with you to define your objectives and targets, as

well as to formulate your message in the languages of your choice. Your message will be sent from an @europages email address that the recipient recognises, ensuring an optimum open rate. At the end of the campaign, your EUROPAGES consultant will provide you with statistical feedback: number of messages sent, number and rate of messages opened, number and rate of clicks: the information you need to properly assess the return on your investment.

## Best practices

**Personalise the email Subject line:** the EUROPAGES e-mailing solution can link the recipient company name to the email subject line, which boost the open rate for messages.

**Text before visuals:** recipients need to grasp the benefit of reading your message before being asked to download any images contained in the email.

**A single proposition:** one call-to-action. Don't use your e-mail to showcase a mass of offers and services as readers will lose interest.

## Key points

- Make the most of the quality of the EUROPAGES database for your own messages
- Promote your activities and generate qualified traffic to your site
- Measure your results

### Clickable links:

Strategically placed in the text, close to the main message

### Announcement or awareness-boosting:

Announce an event, piece of news, invitation to an exhibition or special offer, or simply boost awareness of a brand or company

### Be specific and concise:

Get straight to the point. Click-through rates can be improved with a visual

### Clickable links at the bottom:

This tells you the proportion of readers who read all the way to the end of your message

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- De prix très compétitifs
- D'une qualité d'impression irréprochable
- De chargés de compte dédiés et d'un service client performant

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92400 Courbevoie

Suivez-nous



## 1. Your personal myEUROPAGES space

EUROPAGES offers its clients a whole range of additional tools, including the E\*Page, multimedia content and keywords. And what makes these tools really effective is their adaptability. Each of them can be managed directly by members in their personal space: myEUROPAGES.

All the elements featured on the E\*Page, a multimedia landing page, can be modified and edited as and when the member wishes. Once the E\*Page is on line, the company it belongs to receives an access code for its myEUROPAGES account. Thanks to this code, it can log on whenever it wants and modify all the elements featured on the E\*Page. Whether it needs to supplement or update company information (address, contact details, email, website, etc.), add more elements (texts, photos, videos and documents) or provide a more detailed description of its business activities using keywords, everything is accessible and can be updated quickly and easily!

Additionally, all users can fine-tune their strategy by adding or removing keywords, whether they are freeform or structured, by opting or not for add-on solutions, and by offering extra translations. myEUROPAGES is an outstandingly flexible e-marketing tool, allowing users to make use of all these options as and when they please, without the need for a third party!

## 2. Your contacts

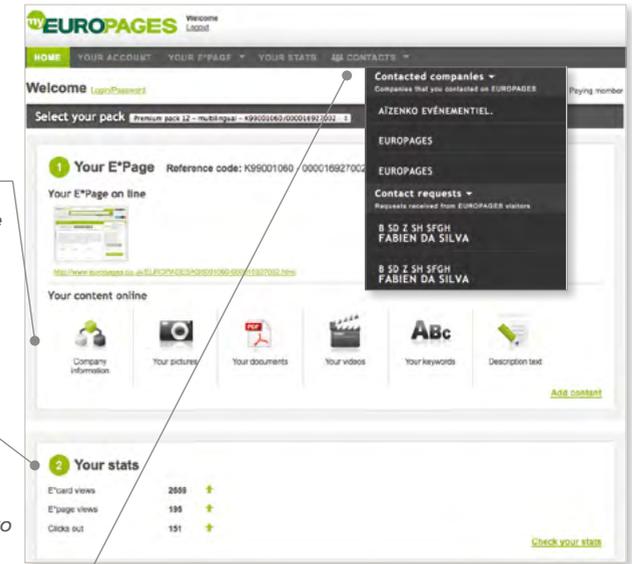
EUROPAGES launched the new Contacts service in the second half of 2014. Thanks to the new service, clients now receive an email notification when a visitor contacts them via their E\*Page or product pages.

**Secure communication between visitors and clients:** to guarantee secure communication, visitors now have to create an account if they want to contact a EUROPAGES member company. This means they are identified and can be blocked if they show any signs of behaving like spammers. In addition, they cannot send more than a fixed number of messages a day.

***This limit does not apply to clients: they can contact as many companies as necessary.***

**Conversations and messages:** members' email addresses are never transmitted to visitors. If they want to communicate, members and visitors connect to discussion threads - conversations - and send each other messages.

Members can access conversations and reply to messages using their notification emails, or simply by regularly consulting their myEUROPAGES account.



### Your E\*Page:

Modify your description, change your keywords and add videos, slide presentations, photos and documents to enhance your content and boost the impact of your E\*Page.

### Your statistics:

Monitor the clicks, emails received and country of origin of the users who have visited your E\*Page. EUROPAGES gives you full access to your business analytics.

### Your contacts:

A space that lists all the conversations created on your E\*Page.



\* Every month, the Office de Justification de la Diffusion (French Circulation Audit Office) certifies and validates the traffic statistics declared by EUROPAGES.



OJD, member of ifabc.

## THEY HAVE CONFIDENCE IN US

### 3. Your detailed statistics

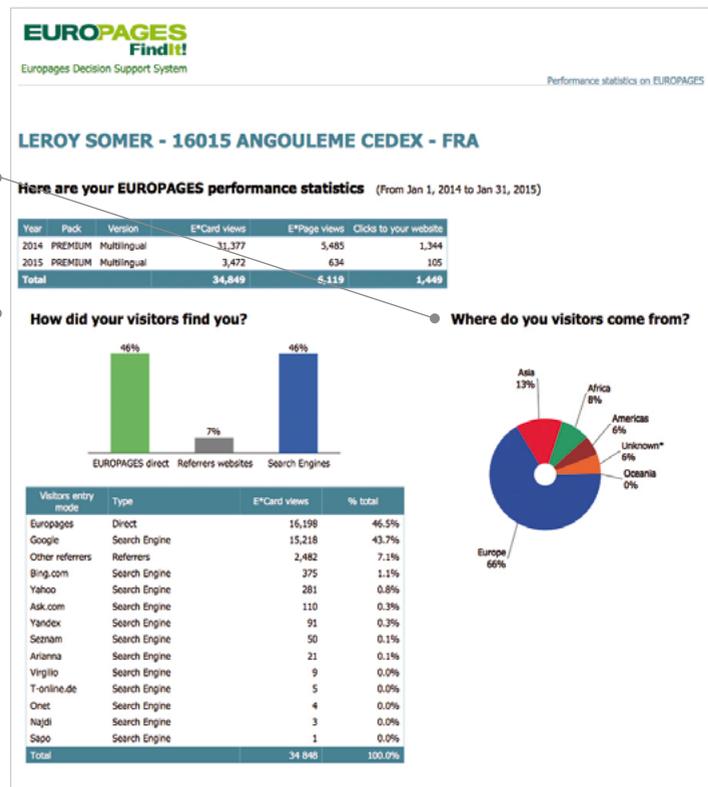
EUROPAGES solutions are based on a simple principle: the obligation to produce results. This means that all our users can assess their return on investment for themselves, using reliable indicators they can consult at any time.

EUROPAGES has created an information system that collects navigation data, and built on it to develop a powerful measurement tool provided to all its clients: mySTAT.

With mySTAT, all paying members have exclusive and secure access to the full range of their statistics. It provides a private space that gives them their own uninterrupted access to full details of traffic to their E\*Page. This feature offers customers a totally transparent way to measure the effectiveness of the EUROPAGES tools.

And there's more: at your request, EUROPAGES consultants will generate comprehensive, tailor-made statistics that tell you all you need to know about your E\*Page performance.

Tailor-made stats



## PARTNERS



**EUROPAGES constantly develops new international B2B solutions that can help you reach your target audience at every stage of the purchasing cycle. They include multilingual E\*Pages, e-catalogues, online advertising and e-mailing. Our team is here to help you identify the problems you need to solve and put together a successful international digital strategy.**

# EUROPAGES

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