



PIXALIONE

The Light of Search



■ We operate already in these countries.

» OUR SERVICES

Our services range from SAAS solutions with specialized support to our full services. Depending on your organization and your ambitions, we can either support you to optimize your customer acquisition, or propose you a full services solution which we take care of everything.

We also manage the issues of digital strategy or digitalization.

» OUR STRENGTHS

Expertise

All our interlocutors are experts on e-marketing (we regularly contribute to international publications).

Listening & Reactivity

Each project is monitored by a dedicated team that ensures achieving the required progress and provides efficient results.

Flexibility

We let you choose between our full service packages and result-based packages.

» OUR COMMITMENTS

Depending on your needs, we can guarantee the followings:

- Increasing the traffic rate
- Decreasing the bounce rate
- Increasing the conversion rate
- Minimizing the cost of customer acquisition
- Etc.





» A HIGH PERFORMANCE TOOL

MON@TORING scans your whole website(s) in real time. Using efficient algorithms which rely on many calculations, we can make practical and operational recommendations.

» THE RESULT OF 4 YEARS OF R&D

MON@TORING is the result of 4 years of R&D which has required a dozen of experts in the field.

Result: a unique and powerful software solution, without any equivalent today, allowing substantial and sustainable increases in traffic.

OUR CLIENTS ARE OUR AMBASSADORS...

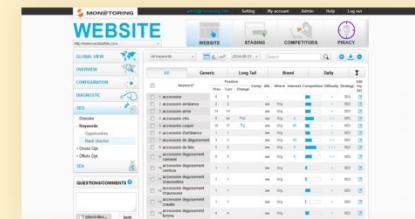
"Since the establishment of the Monetoring platform, and especially due to the support of Pixalione team, we have seen considerable progress in SEO. The proposed recommendations on the code of the website have allowed us to make a significant progress. The next step is the semantic optimization of the website's content. As an advantage of this optimization phase, both users and search engines can profit the generated content."

E-Commerce Manager - Jardiland

"Pixalione had been highly recommended for its expertise in SEO and its efficient results. We haven't been disappointed. After a precise audit of our online shop, we were asked to implement many changes. The results were immediate and really spectacular. Motivated by this success, we have trusted Pixalione for the SEO campaigns of a new website that we will launch online soon".

Digital and E-commerce Manager - Guy Degrenne

» AN OPERATIONAL APPROACH





KEY NUMBERS



UNIQUE TOOL,
THE MOST COMPLETE TOOL
IN SEARCH MARKETING



PATENTS FILED,
10 OTHER PROTECTIONS IN PROGRESS



YEARS OF PIXALIONE EXISTENCE,
MORE THAN 500 PROJECTS



LANGUAGES ARE SUPPORTED BY THE TOOL



SERVERS AROUND **THE WORLD**



OF ANALYSED WEBPAGES **PER YEAR**

Pioneer in the field of Search Engine Marketing (SEO, SEA, PLA, SMO), Pixalione has developed a unique approach which allows to diagnose, make benchmarks and optimize the visibility of your website(s).

Laureate of the European Award Marie Curie IAPP in 2013, Pixalione is proud of keeping collaboration with 100% of its major clients in 2015.



Fabrice ALIZON - Senior Management

PHD obtained at the Ecole Centrale Paris, Fabrice worked for over 15 years in the field of Search, he especially worked as a Research Associate in the USA (Penn State University and Bucknell University).

Fabrice is co-author of over 40 international publications, he recently contributed to the book "Design Structure Matrix Methods and Applications", published by the MIT Press. It has been a participant at the Ecole Centrale in Paris in areas like Design and Optimization since 2006.



Jordan ROUXEL - Operations Director (Associate)

Graduated in e-Commerce and e-Marketing, Jordan has been able to achieve an expertise in Search Marketing at Pixalione. He also actively participated in the drafting of the specifications of our pioneer Monitoring tool and now has a real strategic vision of the sector.

Jordan supervises all the projects and contributes on a daily basis, so as to improve our processes and performance. For example, he introduced the SaaS project management tool in a collaborative manner, a breach from the traditional approaches, allowing significant performance profits for our customers.



Iannis IGLESIAS - Technology and Innovation expert

Graduated since 2009 from the ICN Graduate Business School, Iannis immediately specialized in the digital sector as Head of e-marketing and later as Operational director for the "pure players" of web.

Certified Google Adwords, Google Analytics and ABTasty, Iannis has a sound knowledge on complex issues in both SEO and SEA, in terms of performance and lead marketing. Alongside his passion for chess (participation in the world championship) he is able to provide a top notch strategic vision.

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PEUGEOT
SCOOTERS



SOME CLIENTS' REFERENCES





Increasing the qualified traffic +300% in 4 years

- Wish to maximizethe SEO traffic in the website.
- ⊕ Work on the entire website + E-catalog. Participation in the digitalstrategy.
- 📊 Increasingthe qualified traffic +350% in 4 years. Additional increaseof46% the 5thyear.
First french website of its sector in SEO.
Keeping the collaboration for 4 years.
- ⌚ Keeping the collaboration for 5 years

“ Listed in CAC 40 and first among the global manufacturers of materials and electrical equipment for low-voltage installations and information networks. ”



Monitoring international websites

- Optimize and monitor 100 websites in 40 countries.
- ⊕ Working on all websites, monthly reporting.
- 📊 In 4 years: Monitoring of all websites + Reporting on Headquarters + Acceptance testing for the redesign of the site.
- ⌚ Keeping the collaboration for 4 years.

“ 2nd worldwide group of assurances.”



Resolution of 7 major problems

- Problem of indexing, mainly branded traffic.
- ⊕ Complete rebuilding of the website. Work on the Google My Business for the principal website.
- 📊 Resolution of 7 major problems, undiagnosed for 2, division of the cost customer acquisition by 40.

“ N°1 worldwide in human resources services. ”



Working on the entire catalog (85 000 references)

- Good ranking, wish to go further **in a competitive field** specify on **1 year** for the increasing of 155%!
- ⊕ Work on the entire catalog (85 000 references)
- 📊 Increasing of +155% for the furniture

“ Leader in France for office supplies and furniture for companies. ”



Identification of the penalty and re-indexing in 1 month

- Website within the scope of a total de-indexing which is the result of a redesign.
- ⊕ Bypassing the technological problems for quick re-indexing
- 📊 Re-indexing of all pages in 1 month and significant gains in the positions of strategic keywords.

“ In 120 countries, the Group HILTI is a global leader in the design, fabrication and selling equipment for the building professionals. ”



+ 40% of qualified traffic in 6 months

- Ambition of significant visibility on web.
- ⊕ Travail sur l'ensemble du catalogue + structure site
- 📊 Work on the entire catalog + structure of website + 40% in 6 months → target +137% in 18 months.

“A leader in France for gardens and pets.”



BNP PARIBAS



Increasing the SEO traffic +100% per year for 2 years

- Low visibility on web.
- ⊕ Working on the entire website by overcoming the technological obstacles.
- 📊 Increase of 100% per year for 2 years.
- ⌚ Keeping the collaboration for 3 years.

“ 1st banking group in France and 4th in the world. Working for the Department of Economic Studies. ”



Increasing the indexing 100% in few months

- Significant delays compared to the competitors for one of their websites.
- ⊕ Complete rebuilding of the website.
- 📊 Increase 100% of the indexing in few months.

“ European leader, NEOPOST is the 2nd global supplier of offering mail solutions. ”



TOP 3 positions for the strategic keywords

- Objective: maximization of the SEO visibility.
- (+) Work on inside and outside of the website .
- (graph) Top 3 positions for the strategic keywords + 50% increase of qualified traffic in 2 years.
- (clock) Keeping the collaboration for 3 years.

“ Un des leaders européens dans la conception, la production et la commercialisation d'articles d'arts de la table ”



Increasing the SEO traffic for 4 countries UK, DE, ES and FR

- Objective: Increasing the SEO traffic for the 4 websites.
- ⊕ Work on the semantic and the structure of the website.
- 📊 Recommendations implemented, first results expected at the beginning of 2016.

“ N°1 in high end beauty treatments in Europe ”



Increasing the SEO traffic for 7 countries Mexico, Romania, Italy, Spain, Venezuela, France, Brazil and Belgium

- Objective: Increasing the SEO traffic for the 7 websites.
- ⊕ Global overhauling and work on the technic, content and netlinking.
- 📊 500% for the keywords increasing in the top3.

“ Global leader for life quality services, is implanted in 80 countries and employs 428 000 collaborators around the world ”