



Mobile

The key Media in the French E-commerce

MARKET FACTS:

RueDuCommerce mobile is a distributor of High-Tech and electronic products (computers, photo and video, audio, DVDs) on the Internet. The company is defined as a "pure player", that is to say as an actor performing only its activities on Internet. **RueDuCommerce mobile** is in direct competition with traditional and web retailers.

The company is represented in France, Belgium and Luxembourg.

The company offers through its website a large range of products which incorporates of more than 2.6 million references. It has over 5.5 million customers (50% in France) and achieved a turnover of 74 million Euros at the end of 2010.

To promote its development, the company relies on an innovative marketing strategy and its brand, **RueDuCommerce**.



Elected by **Users: Best App for technical products**

	Rueducommerce mobile
Unique Mobile Users (per month)	1,696,000
Unique mobile users (per day)	75,000

Mediametrie Net Rating mobile Sept 2017

APP CONTENT:



ADVERTISING RATES 2018:

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