

Premium Performance Network Ligatus successfully completes market entry in France

Ligatus proceeds continuously its internationalisation and implements its business model effectively in France, following the launches in Austria and The Netherlands. For the following years the performance marketing company – owned by Europe’s largest magazine publisher Gruner + Jahr – intends further expansions within the European market.

Paris, December 14, 2009 – In late summer 2009, the French Ligatus office in Paris, headed by Julien Mosse (33), has been opened. In the meantime a team of four employees is working under his management, showing promising results on the official market entry on December 1, 2009, regarding both the build-up of the premium network and the acquisition of performance campaigns.

So far, a number of high-class websites have signed up as premium partner for the Ligatus Network in France: Among them renowned publishing offerings such as Lemonde.fr including Telerama and Courier International, the Groupe Nouvelobs.com with Challenges.fr as well as the Groupe Lexpress.fr including Lexpansion.com, Votreargent.fr, Lentreprise.com, Cotemaison.fr. Contracts with further partner sites are in negotiation and near completion. Until the end of the year the French Ligatus network shall include about 20 premium partners.

In parallel, well-known branded companies have decided to run performance campaigns with Ligatus France, among them customers such as ING direct bank, Boursorama, Barclays, Sofinco, Cetelem, Experteer, Fortuneo, EspaceMax, Tellmemore. Further campaigns of new clients are in planning stage.

Julien Mosse, Managing Director Ligatus Frankreich: „In the past months, we have successfully integrated some of the most relevant French publishers into the Ligatus Premium Network, thus achieving high-class reach continuously. In parallel we convinced a lot of well-known branded companies to place their performance campaigns within our network. Due to our customer-oriented and market-driven resources we are able to open up the large potentials of the French market for Ligatus.“

Klaus Ludemann, Managing Director Ligatus GmbH and responsible for the international expansion of Ligatus: „With the successful market entries in three European countries we realised the first stage of our internationalisation as scheduled. The broad acceptance on the part of our website partners and advertisers shows that we are on the right track. For that reason we are evaluating further market entries in the following years in order to prove the full service offering of Ligatus for partners and advertisers across Europe and to occupy this growth market sustainably.“

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Graphical material

The following photographs can be ordered as high-resolution files:



Klaus Ludemann



Julien Mosse

About Ligatus

Ligatus is a company of Europe's largest magazine publisher Gruner + Jahr in Hamburg and is focussing on the performance marketing business. Besides its headquarter in Germany, Ligatus has offices in Austria, the Netherlands and France.

Based on its self-developed technology platform the performance marketing vendor delivers more than 5 billion ad impressions per month for more than 300 advertising campaigns within its high-class network of about 220 premium partner portals in Germany.

With the help of its proprietary optimisation algorithm Ligatus enables advertisings and agencies to achieve an intelligent ad placement by addressing their target groups without any losses. In close cooperation with the clients Ligatus is developing and realising successful campaigns. Some of the most well-known clients of Ligatus in France are ING, Boursorama, Barclays, Sofinco, Cetelem, LookVoyage, Experteer, TellMeMore, Simplicime, EspaceMax and Estime.com. All ads are integrated as text links in editorial content surroundings. The solely performance-related accounting mode ensures an optimal cost control. Some of the renowned partner portals of Ligatus France are Lemonde.fr, Courrier International, Nouvelobs.com, Challenges.fr, Lexpress.fr, Lexpansion.com, Votrearagent.fr, Lentreprise.com, Cotemaison.fr , Ykone.com and Gizmodo.fr.

Further information can be found under www.ligatus.com
