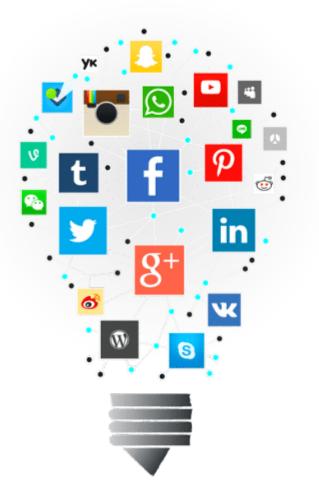




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Today, being present on social networks is absolutely essential to drive consumer growth and retention



Jurisdiction: France



Author: Morgane SOULIER

Company: <u>MS Influcence</u>

Subject:

The increasing use of the Internet has changed the behavior of French people and their consumption patterns.

France has today almost 50 million Internet users, and 92% of businesses are present on the Internet.

Whatever their age, social background, occupation or gender, almost eight out of ten French people have one or several social network account(s).

Read the contribution

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