

Reaching Historic **SEO Heights**

A 2025 SEO GROWTH CASE STUDY (MARKETING PERSPECTIVE)EXECUTIVE SUMMARYIN 2025, CONFORAMA EMERGED AS ONE OF THE STRONGEST PERFORMERS IN SEO GROWTH IN FRANCE, ACCORDING TO A SISTRIX STUDY ANALYZED BY ABONDANCE. WITH A +53 POINT INCREASE IN GOOGLE VISIBILITY, CONFORAMA RANKED AMONG THE TOP E-COMMERCE BRANDS, GAINING ORGANIC PRESENCE ALONGSIDE IKEA AND CARREFOUR.

Visibility Is the New Performance KPI

Conforama’s success highlights a major evolution in digital marketing:

→ This visibility also feeds AI-driven search and recommendation systems, helping the brand appear in recommendations. As a result, Conforama gains broader exposure and increased brand mentions, extending influence beyond traditional clicks.

For marketers, SEO is no longer just an acquisition channel. SEO is a brand amplification channel.

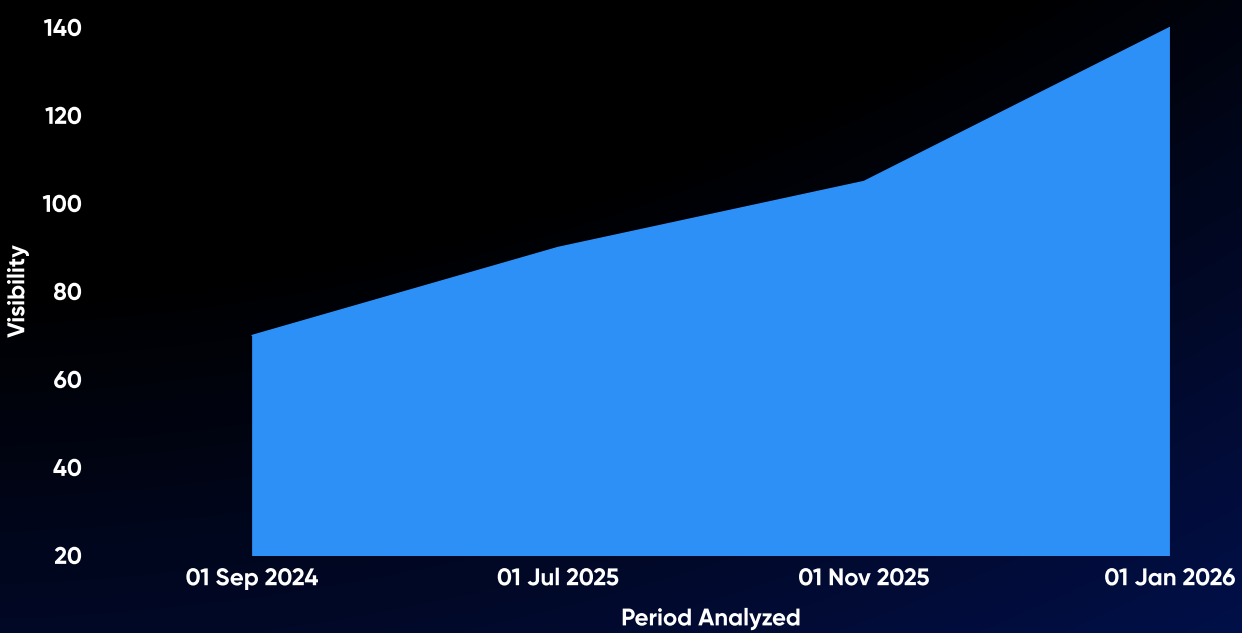
Content Beyond Product Pages Wins

The SISTRIX study shows that winning e-commerce brands in 2025:

- Go beyond catalog listings.
- Provide informational, explanatory, and inspirational content.
- Help users understand, compare, and imagine, not just buy.

This positions the brand as a trusted advisor, not just a retailer.

Conforama’s 2025 SEO success, crafted by **Simplex**, shows that visibility and relevance are the ultimate drivers of brand authority and customer trust.



75%
increase in organic traffic

60k
increase in daily visits

€1M
monthly savings in SEA

"We are proud to have guided Conforama in defining and executing an ambitious SEO strategy, taking the brand to historic heights.

At Simplex, our many successes show that the right SEO strategy can transform a brand's visibility and influence."

SISTRIX study analysed by Abondance

