

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIOFF
2024

SEASON02 EPISODE 02

Buy Guest Posts & Backlinks on High Quality domains

More than 20,000 english websites & 50,000 worldwide websites available

41 on prices, 100% white hat, 40,000 blogs and media, 24/7 on prices, 100% white hat, 40,000 blogs and media

<https://ereferer.com/>

Trusted by over 20,000 SEO agencies and professionals

The essential guest posts platform

An extensive catalog, Numerous metrics, Unbeatable prices, Group purchase

<https://ereferer.com/>

Make the news. Get the sale.

Improve your brand awareness, e-reputation and SEO

Exceed your brand awareness goals with our marketplace

Improve my awareness, Improve my e-reputation, Building SEO positions, Press relations with guaranteed results

Some KPI

- Les clics: Le nombre de fois où les internautes ont cliqué sur vos annonces.
- Les impressions: Le nombre de fois où vos annonces ont été affichées sur les pages consultées par les internautes.
- Les dépenses: Le montant que vous avez dépensé pour une campagne donnée.
- Les ventes: Le montant généré par vos ventes réalisées à partir des annonces.
- L'indicateur ACOS: Le Advertising Cost of Sale ou le ratio entre les dépenses effectuées et la chiffre d'affaires généré.
- Le ROAS: Le Return on Ad Spend, le ratio de l'ACOS, c'est le ratio entre les revenus et les dépenses.

social listening

Listen to what people are saying about your brand

SEM RUSH

SEO Fundamentals Course with Greg Gifford

37 lessons, 4 hours, 100% free

SEMRUSH

8 bonnes pratiques pour optimiser le SEO de vos images

Keyword Research, Technical SEO, On-Page & Content, Off-Page SEO

Comment améliorer votre stratégie SEO

Mettez à jour le contenu existant, Ciblez les mots clés à faible concurrence, Optimisez les images, Assurez-vous que votre site est adapté au mobile, Diminuez les temps de chargement, Utilisez des liens internes

Comment améliorer votre stratégie SEO

Visez les Featured Snippets, Obtenez des backlinks de sites faisant autorité, Suivez les métriques avec Google Analytics, Optimisez les facteurs de SEO on-page, Améliorez le SEO local

Cocon sémantique

Diagram showing factors like: Achats de liens, Signaux sociaux, Réputation SEO, Temps de chargement, Architecture de l'information, Choix mots clés, Réduction de contenu, Balises H1, H2, H3, H4, H5, H6, H7, H8, H9, H10, H11, H12, H13, H14, H15, H16, H17, H18, H19, H20

Siloing et maillage intelligent en e-commerce

Si le siloing (ou organisation en cluster thématiques) est un élément clé en SEO, il est d'autant plus dans l'intérêt de l'e-commerce. La raison ? Les sites marchands sont généralement bien plus denses que les sites non-marchands et nécessitent donc une organisation structurée.

Source : Laurent Bourrelly

Google Ads Keyword planner

Powerful to make your keyword research for free

- Discover new keywords
- Quantify the average volume of queries
- Multiply keyword lists to get new keywords
- Under the Tools tab in your account

Keyword shitter / Ubersuggest

Generate thousands of keywords ideas in a second...

AnswerThePublic.com

Get content idea for a specific keyword

BuzzSumo

What's the most shared pieces of content for a given topic?

TOP INFLUENCERS

Takeaways for Marketers

#1 Almost every marketing team should make email their primary channel of choice, nudging all non-sales conversions to those lists.

Investments in other channels should come with risk assessments about their future (could the US/EU shut off TikTok access? Could Twitter die entirely? Could Microsoft end linking out from LinkedIn?). Anything else is irresponsible.

Acquisitions of web/media properties for their email lists are probably undervalued and may give significant leverage that the market hasn't accurately priced-in.

SMX SEARCH MARKETING EXPO

<https://searchmarketingexpo.com>

Référencement GOOGLE mode d'emploi

4 étapes pour bien référencer son site

À qui s'adresse ce livre ?
Aux débutants en référencement sans connaissances en développement web.

www.livre-referencement.com

LE GUIDE COMPLET SEO

Donnez de la visibilité à votre business en ligne grâce au SEO!

André Bessault

La règle des 4C : Contenu, Code, Conception et Célébrité

REPERECHEMENT GOOGLE MODE D'EMPLOI

- Contenu éditorial : parce que tout part de là, un bon contenu, écrit pour les internautes tout en étant pensé - dans une certaine mesure - pour les moteurs, est primordial.
- Code HTML : il doit être optimal et permettre de mettre en avant votre (susciter) contenu éditorial en le rendant, le plus, réactif aux critères de pertinence des moteurs de recherche.
- Conception : parce qu'un site bien conçu aide proposer une « journée portes ouvertes » aux visiteurs des moteurs au travers d'une indéniable sans faille.
- Célébrité : bien évidemment, des liens entrants (backlinks) de qualité font que votre site jouit d'une bonne popularité, réputation et confiance auprès de Google Bot, ils augmentent sa célébrité!

Recette / Méthode

SEA

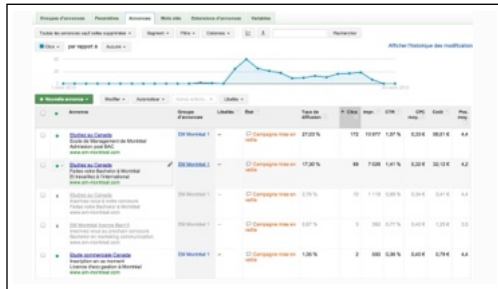
Unboxing Google Ads

SEARCH DISPLAY VIDEO ALL NETWORKS

4/ SEA

Adwords
Enchère
Capper capping

Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut	Statut
...



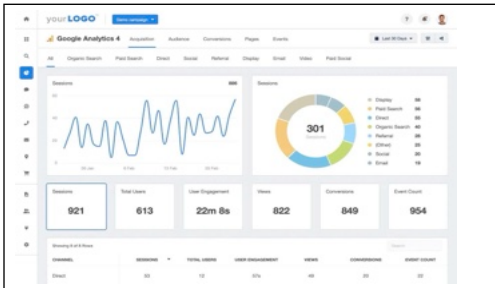
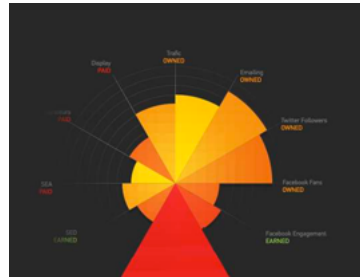
Les différentes types de facturation

Le paiement au CPC => clics

Le paiement à l'affichage => CPM

Le paiement au lead => à l'inscrit CPL

Le paiement à la performance => CPA



Google Ads certification preparation

An advertiser wants to know the minimum amount of money that she must spend on a Google Ads campaign. What should you tell her?

- There is no minimum
- \$5
- \$2
- \$100.00

Google Ads certification preparation

What happens as a result of a search campaign consistently meeting its daily budget?

- Accelerated ad delivery
- Fewer sites targeted at once
- Higher average cost-per-clicks (CPCs)
- Missed potential ad impressions

Google Ads certification preparation

Cliff just started working with a client who has a very disorganized Google Ads account. What's an effective way for him to begin restructuring his client's account?

- Create campaigns based on the structure of his client's website
- Create one campaign for all the products his client offers
- Create one campaign with a broad selection of keywords
- Create multiple campaigns, each with a set of related keywords

Google Ads certification preparation

Chanara, a senior account manager at a large digital agency, likes having a Google Ads manager account. What can she do with a manager account that she can't do with an individual account?

- Use a single sign-in for all accounts
- Upgrade each individual Google Ads account
- Upgrade multiple manager accounts
- Access the Google Ads Application Programming Interface (API)

Google Ads certification preparation

An advertiser wants to increase the Quality Score of a low-performing keyword. Which approach would you recommend?

- Delete the keyword and use Keyword Planner to find more relevant keywords
- Set an ad group bid adjustment of +20% for that keyword
- Modify the ad associated with that keyword to direct to a highly-relevant landing page
- Delete the keyword and add a synonym of the keyword to the campaign

Google Ads certification preparation

If an advertiser has the same keyword in 2 different ad groups, the one entered in a given auction will have the:

- highest cost-per-acquisition (CPA) bid
- lowest maximum CPC bid
- highest Ad Rank
- highest maximum cost-per-click (max. CPC) bid

Google Ads certification preparation

Your client's product costs US\$50 to produce, and it sells for US\$150. She's sold 10 units and spent US\$700 on her Google Ads campaign. How would you calculate her return on investment (ROI) to help her understand the benefits of using Google Ads?

- $(US\$150 \text{ (sales price)} - US\$100 \text{ (cost)}) / US\$700 \text{ (Google Ads spend)}$
- $US\$1500 \text{ (revenue)} / US\$1200 \text{ (cost + Google Ads spend)}$
- $(US\$1500 \text{ (revenue)} - 10 \text{ (number of products sold)}) / (US\$1200 \text{ (cost + Google Ads spend)})$
- $(US\$1500 \text{ (revenue)} - US\$1200 \text{ (cost + Google Ads spend)}) / US\$1200 \text{ (cost + Google Ads spend)}$

Google Ads certification preparation

True or false: If you'd prefer to reach as many people as possible, use exact match or phrase match keywords.

- False
- True

Google Ads certification preparation

An ad group contains the phrase-matched keyword "underwater camera," which search query may trigger an ad in this ad group to be shown?

- underwater camera case
- underwater digital camera
- camera for use underwater
- underwater lens camera

Google Ads certification preparation

Hannah is having a sale. In her ads, she wants to include the amount of time left in the sale. What's the best way to do this?

- Use the "Countdown" function
- Note the sale end date in the text
- Use the "Sale question" function
- Insert the Google Ads clock icon in each ad

Google Ads certification preparation

With call extensions, a customer who searches for Thai food on her mobile phone can see an ad for a Thai restaurant, along with a phone number, and make the call with one click. How is that priced?

- Flat fee, based on the caller's phone number
- Negotiated in advance, with bulk discounts
- The same as when someone clicks on an ad
- By the minute, based on the length of the call

Google Ads certification preparation

An advertiser selling computer monitors is writing new ad text for an existing ad group. Which meets Google Ads editorial and professional requirements?

- 20-70% off LCD monitors
- BUY AFFORDABLE LCDs
- Cheap, cheap, cheap monitors
- **Free** shipping on LCDs

Google Ads certification preparation

You're tracking conversions in a budget-constrained campaign. If you raise cost-per-click (CPC) bids within the budget constraint, which result is most likely?

- Receive fewer conversions while paying less on average per conversion
- Receive more conversions while paying more on average per conversion
- Receive fewer conversions while paying more on average per conversion
- Receive more conversions while paying less on average per conversion

Google Ads certification preparation

An advertiser attempts to enable target cost-per-acquisition (CPA) bidding but the option isn't available. The most likely reason is that the advertiser:

- has fewer than 15 conversions in the last 30 days
- is using another automated bid strategy
- has fewer than 5 conversions in the last 15 days
- is using Google Analytics

Google Ads certification preparation

Maria would like to target people who've already browsed her online clothing boutique by offering them a 10% discount on their first purchase. What tool should she use to reach these people on the Search Network?

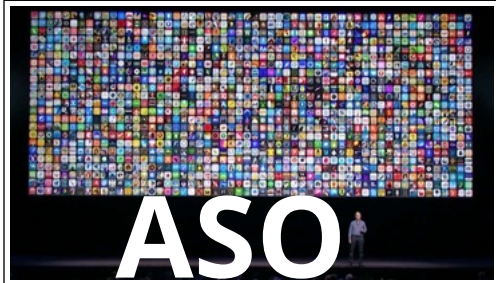
- Retargeting lists for text ads
- Flexible bidding
- Dynamic search ads
- Remarketing lists for search ads

Google Ads certification preparation

You have a food truck and want to reach people who are nearby on their mobile phones. Your maximum cost-per-click (max. CPC) bid is US\$1. You set a mobile bid adjustment of +20% and a location bid adjustment of +50%. What's the final bid amount?

- US\$1.80
- US\$2
- US\$2.40
- US\$1.70

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ASO

- En pratique votre classement dépend de :
- App name ou App title
 - App URL
 - App subtitle ou Short description ou Long description
 - Keyword field
 - In-app purchase
 - In-app events
 - Ratings and reviews
 - Updates
 - Downloads and engagement
 - Informations diverses et parfois cachées aux utilisateurs
- Les effets majeurs des mises à jour et des commentaires

ASO

App radar : <https://appradar.com/>
 App Annie devenue data.ai pour connaître tous les classements et statistiques de téléchargement : <https://www.data.ai/en/>

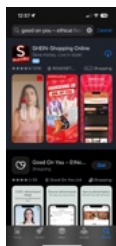
ASO

APP STORE OPTIMISATION

- Gratuit payant rentable
- Notation avec étoile
- Mise à jour pour annuler commentaire



Downloads in Q1-Q2 2023		Year-over-Year Download Growth in Q1-Q2 2023	
App	Q1-Q2 2023	App	Q1-Q2 2023
1	WhatsApp	1	WhatsApp +10%
2	Spotify	2	Spotify +15%
3	Netflix	3	Netflix +12%
4	Amazon	4	Amazon +10%
5	YouTube	5	YouTube +11%
6	Instagram	6	Instagram +13%
7	Facebook	7	Facebook +14%
8	Twitter	8	Twitter +16%
9	LinkedIn	9	LinkedIn +17%
10	Microsoft Office	10	Microsoft Office +18%



Market	2021		2022		2023		Quarter-over-Quarter Growth
	Q1 2021	Q4 2021	Q1 2022	Q4 2022	Q1 2023	Q4 2023	
Germany	1,170,000,000	1,320,000,000	1,480,000,000	1,660,000,000	1,850,000,000	1,710,000,000	9.3%
France	280,000,000	320,000,000	350,000,000	390,000,000	420,000,000	460,000,000	13.5%
United States	143,000,000	158,000,000	173,000,000	188,000,000	193,000,000	213,000,000	12.7%
China	460,000,000	520,000,000	570,000,000	630,000,000	670,000,000	710,000,000	10.2%
Japan	8,500,000,000	9,000,000,000	9,500,000,000	10,000,000,000	10,500,000,000	11,000,000,000	11.2%
India	26,500,000,000	27,100,000,000	27,700,000,000	28,300,000,000	28,900,000,000	29,500,000,000	12.5%
Canada	39,400,000,000	38,400,000,000	37,400,000,000	36,400,000,000	35,400,000,000	34,400,000,000	-6.7%
Japan	80,000,000,000	88,000,000,000	96,000,000,000	104,000,000,000	112,000,000,000	120,000,000,000	20.2%
Germany	2,800,000,000	3,100,000,000	3,400,000,000	3,700,000,000	4,000,000,000	4,300,000,000	10.8%
United Kingdom	31,400,000,000	36,200,000,000	41,000,000,000	45,800,000,000	50,600,000,000	55,400,000,000	8.7%

ASO

APP STORE OPTIMISATION

Mise en avant de vos APP dans les appstores :

- Apple AppStore (iOS et OSX 10)
- Google Play Android
- Windows store (phone et 10)
- Raspberry Pi Store
- Amazon Store

Apple APPS STORE

Apps Made by Apple

APP Annie Market Data Analytics Insights Tours Pricing About

Build a better app business.
App Annie delivers data and insights to succeed in the app economy.

SIGN UP, IT'S FREE

865,000+ Apps using Analytics
90% Top 100 publishers
101+ billion Downloads tracked
\$33+ billion Revenues tracked

APP Annie

App Store: iTunes Connect, Google Play, Amazon, Windows Store, Windows Phone

In-App Analytics: Google Analytics

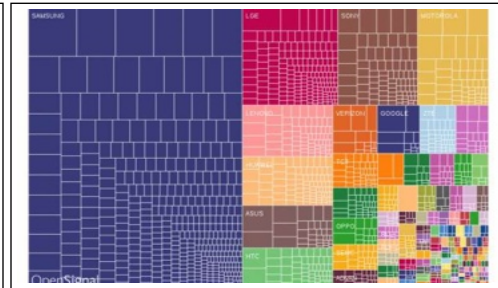
All Parsers: Aarki, AdBrite Publisher, AdColony, AdMob, AppDriver, Apps Advertiser, Apps Publisher, AppLr Advertiser, AppLr Publisher, AppLovin, Chartboost, Clickly Advertiser, Facebook, Flurry, Fyber Advertiser, Fyber Publisher

iAD

Apple iAd: Grow your business. Get started with just one click.

Tap into a powerful audience

Monetize without compromise



ASO

APPLE STORE	GOOGLE PLAY
TITRE DE L'APP	TITRE DE L'APPLICATION
MOTS CLES	DESCRIPTION DE L'APPLICATION
CATEGORIE	CATEGORIE
ICONE DE L'APP	ICONE DE L'APP
CAPTURE D'ECRAN	CAPTURE D'ECRAN
AVIS/COMMENTAIRES	AVIS / COMMENTAIRES
VOLUME D'INSTALL.	GOOGLE + "+"
CROISSANCE DU VOLUME D'INSTALL.	NOMBRE D'INSTALLATIONS
UTILISATEURS ACTIFS	TAUX DE DESINSTALLATION
	CROISSANCE DU VOLUME D'INSTALL.
	UTILISATEURS ACTIFS



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SMO

EdgeRank : algorithme qui décide l'affichage sur le fil d'acte des fans et friends (FaceBook)

Auteur : réputation de l'émetteur (pro/ami)

Moment : heure du post

Contenu : type de publication (texte, statut, photo, event, live, vidéo...)

Interaction : réactions sur ce post et les précédents

SMO

Maximiser le temps passé sur une APP

Temps de visionnage d'une vidéo

Un partage = 5 like = 3 commentaire

SOCIAL SEARCH

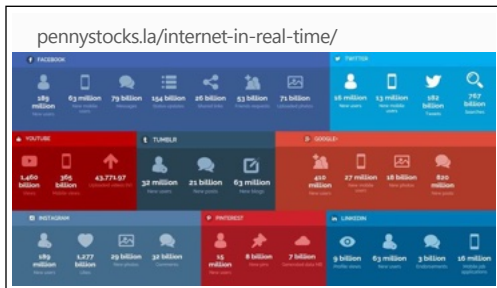
Rendre votre interaction sociale visible

lutter contre le temps

lutter contre le EDGE RANK (ou autres algorithme de sélection)

SMM : Social média marketing : SOCIAL SEARCH

Twitter : pendant votre absence
Tweet promotionnel
Timeline facebook
LinkedIn actualité et pulse
Edge rank : légende et mythe



Des interactions sociales visibles

Tweet engagements (e.g., retweets, favorites, replies)

What your audience sees: Tweets with images and Cards drive engagement.

Where they see it: Users you target will see your ads in their timelines and in search results.

How it's optimized: Campaigns will be optimized and changed for Tweet engagements.

e.g. Retweets, replies, favorites, etc.

Des ir

Attirez plus de trafic vers votre site Web

BONJOUR BEM MONTREAL

Outils internes / Outils externes

<https://socialblade.com/>

Meta ADS MANAGER

LinkedIn CAMPAIGN MANAGER

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Google Maps / MyBusiness

LOCAL

LES AUDIENCES LOCALES, REGIONALES.

Quelle est l'utilité d'un reach de 100,000 si 90% n'a aucune chance d'acheter chez vous pour des raisons de langage, devise, livraison, horaire... L'important est d'être visible pour les gens qui comptent, consomment, aiment, partagent.

Comment pouvons-nous vous aider ?

Google Customise de l'annonce établissement

Definition Retail Media

formats tels que les écrans vidéo, les étiquettes numériques, les affiches interactives, les bornes, les bannières sur les sites marchands ou les newsletters.

Le retail media permet aux marques (annonceurs, industriels...) d'atteindre les consommateurs au moment même de l'acte d'achat et de les influencer dans leur choix.

Retail Media

Retail Media

Definition Retail Media

consiste à utiliser les espaces médias des détaillants (point de vente, distributeur, retailer...) pour atteindre les consommateurs pendant leur parcours d'achat, que ce soit en magasin physique (off site) ou en ligne (on site).

Definition Retail Media

formats tels que les écrans vidéo, les étiquettes numériques, les affiches interactives, les bornes, les bannières sur les sites marchands ou les newsletters.

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Definition Retail Media

Pub financée par les marques (industriel annonceur) et diffusée par le distributeur (enseigne retailier) ancien stop rayon PUV leaflet catalogue affiche sur le chaisiot \ migre de l'affiche parking ou chaisiot ou rayon au mobile de client.

Infinity : 17e encarté monop fran itm casino = extension audience = look alike audiences = pour optimiser plan media = open web VOL video online + display IAB + yt fb snap = precision marketing \ repetition à 8 touchpoint \ persona sur comportement achat \ tjs FPD \

Carrefour links = Criteo : 'retail media plateforme' LiveRamp = plateforme d'insights donc de DATA = accès à la donnée en temps réel avec granularité à l'IGM au jour le jour + insight pour affiner les persona et les DSP = accès self service sur les plateformes

OWN SITE = sur les websites

uplift = augmentation des ventes = sur carrefour.fr

reach mini 1 million d'impressions pour être statistique bon

construire les audience

nouvelle forme de adtech inventée par amazon en copiant google en 2010 produit sponsorisés = sponsor search = mmm marketing mix modeling optimisation des investissements media communication marketing

Retail Media

dernier né de la famille search, publicité, AdTech, data(FPD)

Au milieu de plusieurs catégories

Différents points de vues du Retail Media

Pour un retailer : valorisation des assets - websites, points de vente, APP, parking, data...

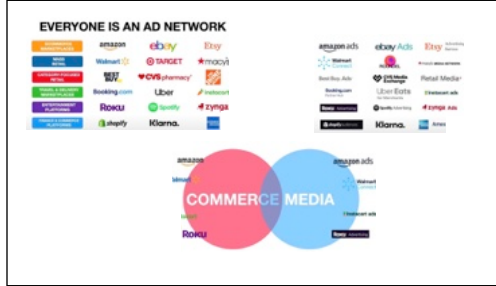
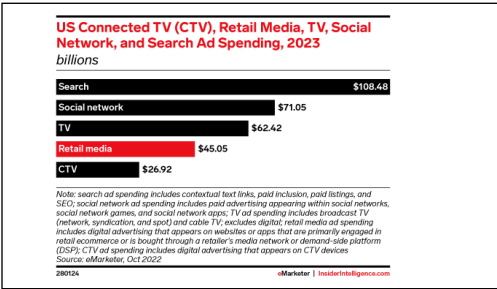
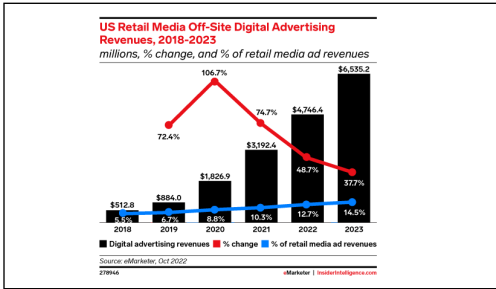
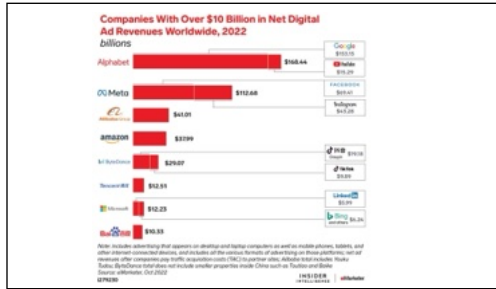
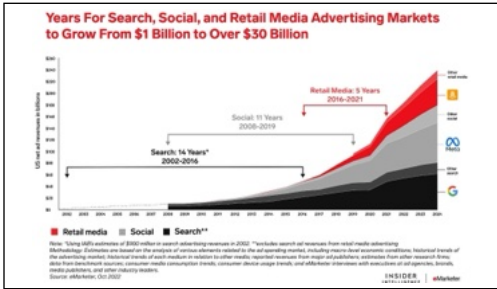
Pour une marque/industriel : une autre façon d'annoncer, de négocier, de se développer, de connaître

Pour les consommateurs : coupon, remise

DCR data clean room

Retailers, broadcasters and walled garden platforms are among the first movers. In some cases they're partnering with independent third-party clean rooms and in others they're using clean rooms built within a walled garden. Some clean rooms enable only measurement and analytics, while others can be used to target ads.

At their most basic, data clean rooms are privacy-based technologies that allow companies to merge and match two or more first-party data sets in order to create a new audience or analytics segment informed by both data sets - but without ever allowing either side's personality identifiable information to be exposed to the other.



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STRATÉGIE & SEARCH

SAFRAN University

INBOUND MARKETING

SAFRAN University

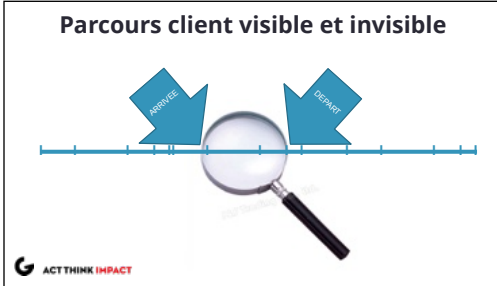
INBOUND

#CustomerEmpowerment

- 1 CUSTOMER EMPOWERMENT**
One clic away « Power in the hand »
AdBlock
TouchPoints
Soft Power
Privacy
Living Services
- 2 INBOUND MARKETING**
Permission
VRM
ZMOT
SEO
UI UX CX IxD SD
WTS
Personas UserStory
- 3 TAUX DE CHURN**
Engagement
Virilité
Fidélité
Lovemarks

Les moyens du inbound marketing

- blog
- réseaux sociaux
- QRCode
- ChatBots / LiveChat
- brand content
- SEM (SEO principalement + Social Search, ASO, +/- SEA)
- e-mailing en OPT-in & Newsletter



- 1 INFOBÉSITÉ**
1 milliard de sites
2 millions d'APPS
10 milliards d'interactions sociales / j
2 millions de e-boutiques
= une affiche dans le désert
- 2 SXO**
Texte
Contenu
Brand Content
User eXperience
ZMOT
Micro Moment
Réputation
Confiance
Backlink
OnPage / OffPage
- 3 KPI**
Visiteur Unique (VU)
Engagement
Traction
Clic
PdM
ROI

SEARCH

ZMOT → micro moments

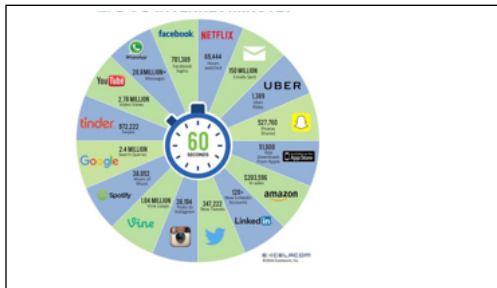
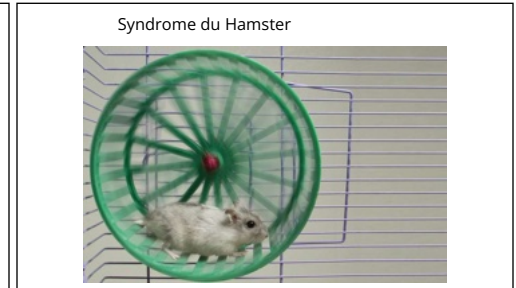
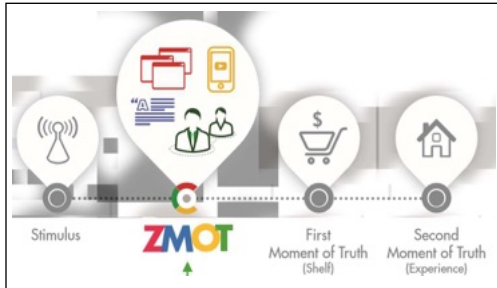
think with Google

ZMOT

WINNING THE ZERO MOMENT OF TRUTH

JIM LECINSKI
CHIEF ZMOT EVANGELIST

P&G 2005 : First Moment of Truth
+ Google 2010 : + ZERO MOMENT



Average Time Spent per Day with Major Media by UK Adults, 2013-2017
hrs:mins

	2013	2014	2015	2016	2017
Digital	3:29	4:08	4:38	5:07	5:31
Desktop/laptop*	2:07	2:11	2:14	2:17	2:19
Mobile (nonvoice)	1:22	1:57	2:24	2:50	3:12
—Smartphone	0:55	1:14	1:34	1:55	2:12
—Tablet	0:20	0:36	0:44	0:50	0:55
—Feature phone	0:07	0:07	0:06	0:06	0:05
TV**	3:14	3:12	3:10	3:08	3:06
Radio**	1:26	1:24	1:23	1:23	1:22
Print**	0:21	0:20	0:19	0:19	0:18
Total	8:30	9:04	9:21	9:54	10:14

Note: ages 16+. Time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; numbers may not add up to total due to rounding. *includes all internet activities on desktop and laptop computers; **excludes digital. Source: eMarketer, Sept 2015. HUGO

Infobésité
L'hyper choix de l'utilisateur

Info snacking
ou
Digital Détox
ou
Séduction/Émotion/Premium



« Le brand content c'est ce que devrait être la bonne publicité »

Olivier Altmann

« contenu éditorial créé par une marque »

Hubert Kratiroff
(Les fonctions du marketing)

« production de contenus nouveaux par les marques »

Hubert Kratiroff
(Les fonctions du marketing)

Content is king



unlearn
unmarketing
unselling
unpodcast

Scott Stratten

WebStory =
story snap on website mobile and laptop

https://amp.dev/documentation/guides-and-tutorials/start/create/basic_markup/
https://amp.dev/documentation/guides-and-tutorials/start/visual_story/
<https://creators.google/en-us/content-creation-products/own-your-content/web-stories>
<https://www.canva.com/templates/?query=story>

**PAID
OWNED
EARNED
SHARED** marketing média

SAMSUNG


1 Infobésité FOMO Info-Snacking 10 heures Hyper Choix Digital Detox NoMoPhobie	2 BRAND CONTENT StoryTelling / Newsletter Qualité rédactionnelle Native ad / Gamification Curation / Vidéo / Podcast RTM / SEO / NewsHack Livre blanc / Webinar Learn Marketing / WebSerie POEM	3 LOVEMARKS Respect du lecteur Respect du client Fidèle au-delà du raisonnable
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BRAND CONTENT
vs.
content strategy

StoryTelling
NoStory : NoBusiness

POEM
...
POES M

POES m
Paid
Owned
Earned
Shared
Média & Marketing




PAID
Achat d'espace
Displays
Liens sponsorisés
Programmatique & RTB

OWNED
propriété de l'annonceur
website
catalogue
print
newsletter
emailing

EARNED
Ensemble des retombées générées
gratuitement par une marque

SHARED
Earned via les partages de réseaux sociaux
(retweet, like ...)

Empreinte digitale



**Act
Think
Impact**

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L'école en quelques chiffres.

8 Implantations internationales.

06 **25** **50** **8000**
143 **125** **4000**
46% **500** **50**

2 **3000** **250** **1000**

G

Act Think Impact

17 rue Pierre Semard - 92000 Colombes
183 avenue Jean Lurien - 92000 Paris