

News & Advice

The new life of Jacques Hérail



Note: Translated from French Article

“I used to be a very corporate finance man at Havas. Now I’m returning to my first love, the field. In particular – the field of business, technology and finance.” Thus Jacques Hérail who is, according to his new LSF Network’s business card, “EVP, COO International & CFO”, prefers to be known by the two first titles. While Justice is running its course – he has filed a complaint to the prud’hommes (the French labor relation board) to recover the severance pay refused by his last employer – the financier has started a new professional life. His period of inactivity was quite short. Kicked out at the end of 2005 in Alain de Pouzilhac’s wake, after a more than 20 year tenure at Havas, he joined in January 2005 the web-marketing agency LSF created in 1999 in Silicon Valley – with 80 people worldwide (United States, France, India and China) and a \$15 million turnover.

Formerly senior manager of the sixth largest communication group worldwide met Daniel Laury, the founder of LSF, thanks to Alain de Pouzilhac. Jacques Hérail was immediately filled with enthusiasm for this sector which is “*more sophisticated than it sounds*”, and Daniel Laury is very pleased to have on his side both “*a big name in the market*” and also Jacques’ “*network*”. Nevertheless LSF’s offer is likely to be welcomed with the highest interest by any advertiser.

“*Our core business is to sell qualified leads to our clients on a pay-per-performance basis,*” sums up Daniel Laury. To put it plainly, this has certain similarities to financial trading. Schematically, out of 100 leads provided by LSF to a client, they only pay for those leads actually converted into customers through completing a purchase transaction.

“*We buy media, we sell customers: it’s a new form of media buying agency,*” adds Jacques Hérail. “*Other companies already offer similar services, but less globally integrated –for example, Netbooster specializes in search or emailvision in email broadcasting. The main exception: communication agencies, but they are not remunerated on a pay-per-performance basis. This is a highly compelling solution for our clients. If you try to compare it with traditional advertising, you could say that we have reversed risk-taking. And this is a specific characteristic of the internet!*”

In France, LSF is in charge of all of *Le Figaro*’s search engine optimization (SEO) marketing, in addition to its targeted acquisition campaigns. The group also recruits online panels for Ipsos across all of Europe, and is organizing the online launch campaign of the eagerly expected France 24 TV channel managed by Alain de Pouzilhac.... Some relationships overcome all types of bad weather. **FK**