



PRESS RELEASE

Harlay Avocats | November 2017

Harlay Avocats is pleased to announce the appointment of Fabrice Perbost to the Chair of the CPA Legal College

Created in 2008, the CPA (Collectif de la Performance et de l'Acquisition – Performance and Acquisition Group) is the trade union for players from digital marketing to performance, the sector of activity that constitutes the core of any digital acquisition strategy.

The CPA represents expert Editors and Service Providers offering independent, tailored solutions to the deciders in the world of digital marketing (advertisers and e-traders) to support their development.

Through its work (White papers, Quality charters, Recommendations, Events & Networking), the CPA has four major aims:

- To regulate a fast-growing, constantly changing market,
- To provide information on best practices in digital acquisition,
- To ensure that these practices are implemented within a statutory framework,
- To represent the rights and interests of its members.

Faced with a growing number of acquisition models and increasingly complex user transactions, members of the CPA are committed to using their expertise, their understanding of the sector and their spirit of innovation to assist their clients.

The CPA brings together the main actors in the market, from digital marketing to performance, a market that represents 10 000 jobs and turnover of 2.3 billion Euros.

CPA website: www.cpa-france.org

For more information please contact Fabrice Perbost, fperbost@harlaylaw.com



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