

83980-2026 - Competition

France – Marketing services – Accompagnement Prestations marketing digital Acquisition et performance

OJ S 25/2026 05/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Aéroports de Lyon

Email: agnes.chollet@lyonaeroports.com

Activity of the contracting entity: Airport-related activities

2. Procedure

2.1. Procedure

Title: Accompagnement Prestations marketing digital Acquisition et performance

Description: La Société Aéroports de Lyon recherche un partenaire capable d'assurer un accompagnement complet en marketing digital, couvrant à la fois les besoins en acquisition et en support Analytics. L'objectif est de s'entourer d'experts en mesure d'apporter une vision stratégique sur l'acquisition et l'activation, tout en pilotant le déploiement opérationnel des leviers nécessaires pour renforcer la visibilité et la performance de l'écosystème digital. Le partenaire retenu devra intervenir sur trois leviers principaux, tout en assurant une coordination globale des actions menées : - Un appui pérenne en SEO ; - Un accompagnement récurrent en Paid Media ; - Un soutien ponctuel sur les problématiques Analytics.

Procedure identifier: 9e7ad0c1-219b-4e5b-9663-4c5ab1ecea0a

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Rhône (FRK26)

Country: France

2.1.3. Value

Maximum value of the framework agreement: 630 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Accompagnement Prestations marketing digital Acquisition et performance

Description: La Société Aéroports de Lyon recherche un partenaire capable d'assurer un accompagnement complet en marketing digital, couvrant à la fois les besoins en acquisition et en support Analytics. L'objectif est de s'entourer d'experts en mesure d'apporter une vision stratégique sur l'acquisition et l'activation, tout en pilotant le déploiement opérationnel des leviers nécessaires pour renforcer la visibilité et la performance de l'écosystème digital. Le partenaire retenu devra intervenir sur trois leviers principaux, tout en assurant une coordination globale des actions menées : - Un appui pérenne en SEO ; - Un accompagnement récurrent en Paid Media ; - Un soutien ponctuel sur les problématiques Analytics.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Rhône (FRK26)

Country: France

5.1.3. Estimated duration

Duration: 3 Years

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: reconduction trois (3) fois par période successive d'un (1) an

5.1.6. General information

Reserved participation:

Participation is not reserved.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: <https://lyonaeroports.e-marchespublics.com/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://lyonaeroports.e-marchespublics.com/>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Variants: Allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 23/02/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Le Contrat prend la forme d'un accord-cadre mono-attributaire ; il donne lieu à l'émission de bons de commande conformément aux dispositions de l'article R2162-2 du CCP.

Legal form that must be taken by a group of tenderers that is awarded a contract: Le groupement prendra la forme d'un groupement solidaire.

Financial arrangement: Budget propre

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal judiciaire de Lyon

Information about review deadlines: référé précontractuel : pendant le délai de standstill référé contractuel : 15 jours après la notification du contrat recours de plein contentieux : 2 mois à partir de la notification

Organisation providing additional information about the procurement procedure: Aéroports de Lyon

8. Organisations

8.1. ORG-0001

Official name: Aéroports de Lyon

Registration number: 493425136

Postal address: bp113

Town: Lyon

Postcode: 69125

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Email: agnes.chollet@lyonaeroports.com

Telephone: +33 601026001

Internet address: <https://www.lyonaeroports.com/>

Buyer profile: <https://lyonaeroports.e-marchespublics.com>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Tribunal judiciaire de Lyon

Registration number: 17690111400403

Town: LYON

Postcode: 69003

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Roles of this organisation:

Review organisation

8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: contact@dematis.com

Telephone: +33 172365548

Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 29f0b723-b7bc-49cb-8472-e55195b8f52f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 17

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