

## Artefact Honored as Pioneer in Composable CDP Solutions

*Recognized for excellence and leadership in helping enterprise companies implement Composable Customer Data Platforms.*

**San Francisco, 6 December 2023** – Artefact was recognized today as an official Certified Composable Services Provider by Hightouch, the leading Data Activation company. Companies with this designation have been carefully reviewed and selected for their demonstrated expertise and track record in supporting the adoption of Composable Customer Data Platforms among enterprise companies.

A Composable CDP is a new technical architecture for how businesses manage and activate their customer data for marketing programs. The Composable CDP transforms an existing cloud data warehouse into the central repository of customer data in a company. This novel approach is disrupting the industry by enabling businesses to personalize emails, advertising, and other customer experiences more quickly, more cheaply, and more effectively than traditional solutions. The Composable approach achieves these results by turning a company's existing data warehouse investment into the center of its marketing technology stack.

Because this is a new way of managing customer data, service providers with the skill to help enterprises adopt this approach are rare. The companies selected for recognition in this program were selected on the basis of their:

- Track record of delivering event collection, data warehouse configuration, data transformation, and data activation projects to enterprise customers
- Staffing allocation to Composable CDP projects
- Demonstrated thought leadership on the topic of Composable technology.

*"Artefact offer end-to-end data-driven digital marketing services, from data strategy, optimized multi-media investment at each step of the conversion funnel to implementation of CDP leveraging best business use cases. Artefact are pioneering the most sophisticated use of customer data for marketing that we see today, from ultra-personalized advertising through advanced data analytics to operations at clients' sites." said **Tejas Manohar, co-CEO and Founder of Hightouch**. "They have consistently increased the quality and impact of programs at their customers while also saving them money and time and we are recognizing them for it."*

Certified Composable Services Providers receive specialized training, access to private educational resources, elevated service levels on behalf of customers, and early access to new product innovation. They are also listed in a directory for easy identification by potential customers.

*"Composable CDP is quickly become the de facto standard for customer data management at modern enterprises." said **Amit Erande, US Partner at Artefact**. "We're proud to be a Preferred Composable CDP Service Provider and see our partnership with Hightouch as a huge asset to our joint customers for years to come."*

[More information about the Composable CDP Service Provider program is available here.](#)



**ABOUT ARTEFACT**

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1300 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 20 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide. [www.artefact.com](http://www.artefact.com)

**ABOUT HIGHTOUCH:**

Hightouch, a Powered by Snowflake Partner, is the world's leading Data Activation platform, syncing data from warehouses directly into SaaS tools. In November, Hightouch [announced \\$40M in Series B financing](#) at a \$450 million valuation led by ICONIQ Capital, early investors in Snowflake. Hightouch's hundreds of customers range from fast-growing startups like Plaid, Betterment, Calendly, and Lucidchart to large enterprises like AXS, Nando's, and Autotrader. For more information, visit [www.hightouch.io](http://www.hightouch.io).

**PRESS CONTACT**

**Jessica Lee** – [Jessica.lee@artefact.com](mailto:Jessica.lee@artefact.com)

