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NEWS, VIEWS & OPINION



MARCH | Data & ML challenges for 2022 | Scale personalization efforts with data-driven marketing | Carrefour reduces food waste thanks to AI

Artefact Newsletter – March 8th, 2022.

HAPPY INTERNATIONAL WOMEN'S DAY!

At Artefact, we support our female employees every day of the year and showcase their talent outside the company, hoping that it will inspire more women to join data. Our Women@Artefact initiative aims to reduce the inequalities between men and women within the Artefact group through the development of mentorship programs, professional coaching, and manager training against sexism. Additionally, **we are committed to reducing gender bias** in algorithms and data collection.

We create a trustful environment for everyone so that value and trust go hand in hand. **Read Artefact Ethical Charter**

Data & ML challenges for 2022

By Bruce Delattre, Data Scientist Manager at Artefact France

Key 2021 Data & ML trends…and what they mean for:

1. The year 2021 has been quite rich in data & AI-related news. And **what's next?**

   In this article, we have selected a few stories and blog posts that we found insightful, took a step back, and tried to infer **what to expect from those early "signs" for 2022,** focusing

on:

1 — Taming the indecency of foundation models

2. Making AI sustainable
3. Adding a touch of Zen to your MLOPs
4. Making data more a product than a simple input

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Audience Engine: Turning Google Ecosystem into a Cookieless CDP

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Pascal Coggia, Managing Partner, Manuela Mesa, Managing Consultant, and Natacha Zouein, Senior Consultant at Artefact UK

The dichotomy between the **increasing awareness and concerns** about **customers' data privacy** and the rising need for personalized content and ads is forcing companies to rethink their **personalization and segmentation strategies**.

The arguments for personalization are strong:

First-party data ownership is becoming an increasingly significant source of **competitive advantage**

CDP platforms are flourishing as off-the-shelf solutions for companies to quickly lift and shift their first-party data maturity

Limitations of relying solely on IDs, would they be cookies, emails, IPs or other forms of personal identification

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How to scale personalization efforts with data-driven marketing

How to scale personalization efforts with data-driven marketing

By Tristan Silhol, Consulting Director – Digital & Data Services at Artefact US

Gone are the days of assumption-based marketing. To succeed in today's environment, **marketers need data-driven strategies**.

This article explores how brands can **combine audience management**

platforms with **data-driven marketing strategies and operations** to deliver personalized experiences and improve campaign efficiency.

"Typical strategic marketing teams are focused on assumption-based marketing. So, essentially ***building media campaigns and personalization*** *based on external factors such as consumer surveys, brand knowledge, demographic data, national demographic data, statistical data, and consumption data,"* Tristan said in his presentation at the MarTech conference. **Read more**

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CARREFOUR GROUP: How to reduce food waste in the bakery-pastry department thanks to AI?

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Predicting demand as accurately as possible is one of the foundations of the retail business. However, this challenge is becoming more complex as **consumer habits evolve**. From now on, it is necessary to take into account the combined use of different sales channels (from e-commerce, to local stores, to supermarkets) and the increasing demand for social and environmental responsibility. **At the top of the list of CSR issues** linked to mass retailing: **food waste**.

The results are convincing: in the last 5 months of 2021, **approximately 100 tons of pastries and baked goods were saved from being wasted**, while serving consumers in the most efficient way possible. **Read more**

Read more

Watch the REPLAY UNILEVER x Artefact at Hubday Data Future of Retail Event

Artefact France organised a plenary presentation with Unilever at the Hubday Future of Retail & E-commerce on the topic "**How Artefact supports UNILEVER on Retail Media use cases to increase its sales.**"

On the agenda:

– How Artefact enabled Unilever to establish a "win-win" **2nd party data-sharing partnership** with a retailer to identify growth opportunities.

– **Definition of 6 potential use cases** and deployment according to an iterative and virtuous methodology of Artefact in 3 phases: Insights, Audience

& Media Activation, Increment Measurement and Use Case Optimisation.

– **Description of the technological stack** put in place to accelerate this implementation.

Watch the replay with captioning in your Native Language: Activate Closed Captioning → go to Settings → Subtitles → Auto-translate → Choose your Language → Enjoy

The Future of Affiliate Marketing: Best Practices and Trends of 2022

In a recent fireside chat, our experts shared **key trends in affiliate marketing** with:

– A client testimony from **Europcar**, exploring their key international successes in the affiliates space

– How our partners **AWIN** and **Quidco** met KPIs in the competitive affiliate space, as well as how we achieved mature program growth whilst maintaining high ROI

– Tips on how to grow affiliates internationally and achieve a healthy affiliate mix

Watch the replay

Artefact MENA continues expansion with a new office in Saudi Arabia

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Strengthening our presence in the Middle East comes at a perfect time with the Dubai team having doubled in the past year, and KSA's Vision 2030 strategic framework contributing to **continuous exponential growth** in the big data and artificial intelligence market.

Saudi Arabia presents an ideal hub for our MENA expansion, as AI is expected to contribute **over $135.2 billion in 2030** to the Kingdom's economy, equivalent to 12.4% of GDP. **Read the Press Release**

Read the Press Release

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