

SEPTEMBER 2021 | Expansion ambitions with Ardian | School of Data Launch with VIVADATA | New nominations at Artefact APAC and MENA

This new season ushers in exciting developments here at Artefact. With **our CEO's ambition with Ardian**, an impressive **e-Retail upskilling programme with Pierre Fabre**, and the foundation of the **Artefact School of Data**, we are proud to share these key advancements.

We also share our insights on using **machine learning to predict retail sales**, how to **keep ethics at the heart of Data Science** projects, and best practices for **scaling AI projects with a holistic approach.**

Enjoy reading,

The Artefact Team

Striking the perfect balance between Art and Fact: "Artefact is a new generation of digital agency with Data and AI at its core."

This is the essence of our brand name; the alliance of **marketing innovation (Art)** and **data science (Fact)**. Our strategic marketing support is based on powerful **analytical models** that allow us to go faster and further. For each digital campaign we run for **more than 300 major brands**, our teams of media experts collaborate with our data scientists and analysts to streamline their **omni-channel media investments**.

Read the entire interview

Our co-CEO's ambition with Ardian: A tremendous opportunity for Artefact to become a world leader in Data & Digital Transformation

The ongoing negotiations between Artefact and world-leading private investment house, Ardian, which could result in Ardian purchasing all of Artefact's shares and delisting Artefact, would make our plans for growth much more solid, constructive and long-term!

Artefact launches Artefact School of Data

Artefact has acquired VIVADATA, a French pioneer in data science training, to found the Artefact School of Data. Although data science has become a competitive advantage and a significant challenge for companies, the market remains short of experts

. Our first bootcamp starts on October 11th in Paris.

ARTEFACT DATA & DIGITAL EXPERTS' INSIGHTS

From marketing personas to media activation: from theory to reality, reconciliation can't be improvised

Thomas Quélin VP Digital Marketing,

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Including ethics best practices in your Data Science project from day one

Karim Si Larbi, Senior Data Scientist

AI Requires a Holistic Framework and Scalable Projects

Ghadi Hobeika, Managing Partner

The $2 Trillion Club: how Data x Services are leading to skyrocketing growth in company valuations

Ghadi Hobeika, Managing Partner

Demand forecasting: Using machine learning to predict retail sales

Pascal Coggia, UK Managing Director & Partner
Jérôme Petit, Data-Driven Strategy Partner

NEW CLIENT CASES

(all our client cases are available on our website)

PIERRE FABRE GROUP: Accelerating online growth with a global e-Retail upselling programme

After performing an e-Retail audit, Artefact launched an upskilling programme composed of eLearning modules, bootcamp sessions, and one-to-one coaching to approximately 600 **Pierre Fabre Group** employees in 27 markets.

enhances its digital marketing with rapid deployment of a full funnel, cross-device activation strategy

Launched in November 2017, **Orange Bank** offers banking services designed natively around mobile uses so customers can autonomously perform all operations from their app.

ARTEFACT CORPORATE NEWS

James Kaye joins Artefact MENA as VP of Digital Marketing, based in Dubai

Artefact MENA announces the hiring of James Kaye as VP of Digital Marketing. James will be based in Dubai at Artefact's headquarters in the region.

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Edouard de Mézerac, new integrated leadership of Artefact China and Asia

Celebrated industry leader, Edouard de Mézerac, Managing Partner of Artefact Asia expands his

leadership to take charge of the entire business in the region, covering 150 employees throughout China (Shanghai and Hong Kong), Singapore and Malaysia .

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Artefact APEC Celebrates Three Key Wins

Artefact Asia took home two Silver Awards at the Top Digital Awards 2021 for:

1. Business Intelligence – Data and Marketing Case (Henkel Adhesives – B2B)

2. Creative Short Video (METRO Commerce Group)

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Artefact China won the AI World Innovation Challenge (AIWIN) Prize

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ARTEFACT WEBINARS & EVENTS AROUND THE WORLD

Tues 21 September | 16:10-16:35 (UTC+2)

Groupe BPCE x Google x Artefact France

From data management optimization to AI industrialisation

Speakers (*In French*):

Frédéric Burtz, SVP Digital Technology and Business Development, GROUPE BPCE; **Alexandra Syrovatski**, Head of Financial Services, Google Cloud; **Fabrice Henry**, Managing Partner, Artefact France

Weds 29 September | 14:00-14:30 (UTC+2)

Carrefour Group x Artefact FRANCE

Pain au chocolat or Chocolatine? Predicting demand and optimising retail supply with AI

Petit, Data-driven strategy Partner, Artefact; **Paul Devienne,** Senior Data Scientist, Artefact France

REGISTER HERE

Fri 5 October | 12:00-13:00 (UTC+1)

Reckitt x Artefact UK

How to measure true Marketing ROI in the cookieless world

Speakers (*In English*):

Henry Jung, Data Science Product Owner, Reckitt; **Bobby Gray**

, Head of Data & Analytics, Artefact; **Aleksandra Semenenko**, Lead Data Scientist, Artefact

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Tues 12 October | 11:50 AM-12:20 PM (UTC+2)

Ubisoft x Artefact FRANCE

Data-driven Branding: How Ubisoft uses data to plan, optimize and measure its media campaigns with the help of Artefact

Clément Prevosto, Senior Director, Media & CRM, Ubisoft EMEA; **Natacha Kocupyr**, VP Digital Marketing, Artefact France

REGISTER HERE

Tues 12 October | 17:00-17:30 (UTC+2)

RED by SFR x Artefact FRANCE

Transforming proprietary data into business value, the example of RED by SFR

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