ARTEFACT
DATA DIGEST
NEWS, VIEWS & OPINION



APRIL | Artefact invests in the future with Data for Sustainability & Ethical Services

Artefact Newsletter – April 14th, 2022.

ARTEFACT INVESTS IN THE FUTURE WITH DATA FOR SUSTAINABILITY & ETHICAL SERVICES

In a market driven by **exponential growth in data**, Artefact's management team is supported by leading private investment house, **Ardian**, in a new phase of acceleration with the aim of becoming a **global data services leader**.

Data isn't limited to improving business performance. "*The challenge is to find solutions to allow us to use this gold mine wisely and to turn raw data into initiatives that are* ***impactful for everyone***." – **Vincent Luciani, Artefact's Co–founder** and **CEO**.

Beyond **data-driven transformation services** with the capability to scale AI projects globally, Artefact's strength lies in the excellence of its people who are drawn to a company dedicated to building the next generation of "**data leaders**". **Watch the video**

ARTEFACT'S DATA FOR ETHICS CHARTER

Data and AI raise **ethical issues** that must be addressed at the **highest professional standards**. Artefact creates a **trustful environment** for everyone so that value and trust go hand in hand.

We have defined **10 principles** that guide our commitment to proactive ethical behaviour, at each step where we process data: **Accountability, Privacy, Transparency, Safety at all Costs, Explainability, Reproducibility, Bias Avoidance, Pedagogy, Contextualisation and Trust. Read the full charter**

Sustainable Leaders Forum | Carrefour x Artefact Plenary (in French)

On May 12th, **Carrefour** and **Artefact** will come together in Paris at the **Sustainable Leaders Forum** for a conference on improving the client experience by reducing Greenhouse Gas (GHG) emissions and costs, focusing on the following subjects:

:

- How does Artefact enable Carrefour to initiate the transition to achieving **carbon neutrality in e-commerce**?
- What are the **best methodological practices** and the pitfalls to avoid?
- Artefact's **"Data for Sustainability" solutions** on how to create a positive impact on the environment through data by accelerating companies' ecological transformation.

What we learned measuring Artefact's company carbon footprint

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GreenFact's internal program aims to make Artefact a carbon emissions pacesetter by 2025 by:
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- Implementing **low-carbon projects** such as reducing greenhouse gas emissions in our own operating model,
- Encouraging a **sustainable way of life** among employees, and
- **Empowering the transformation** of our business partners.

Our GreenFact team shares the **8 key lessons** on how to assess and gain time in **measuring your company's carbon footprint.** **Read more**

Read more

METAVERSE Guidebook By the Artefact 3000 creative agency

Your future consumers are already on the Metaverse

:

- **38% of Gen Zs** think the Metaverse is the next big thing and will become part of everyday life
- **7 out of 10 Gen Zs** and Millennials are interested in the Metaverse
- By 2024, it's estimated that the Metaverse market will be worth $800 billion

Read our introductory guide to find out how it works and discover the opportunities for brands.

How does Artefact support UNILEVER on Retail Media use cases to increase its sales?

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Accompanied by Artefact since 2019 on various data issues, Unilever's data and Retail Media strategy **significantly increased the brand's revenue** and will continue in 2022 alongside Artefact. "***Retail Media is a win/win strategy*** *for brands and retailers. Retailers' data allows us to* ***enrich the shopper's knowledge*** *and accurately measure our activities on all channels, throughout the transformation tunnel.*" – **Sarah Baqa, Head of Performance Marketing** at **Unilever**. **Read more**

Read more

Three trophies for GRDF x Artefact at the Golden Cases of Digital

These awards highlight Artefact's innovation and digital expertise for **GRDF**, a major energy provider in France with 11 million gas clients. Artefact positioned GRDF as a player in the real estate market with Meta in order to capture new clients at the time of the purchase of an individual residence. This innovative approach generated **+108% leads** in the first month of activation.

🥇 **Golden Case – Online Advertising Tips**

🥇 **Golden Case – International Platform Tips**

🏆 **Jury's Grand Prize**

Meet our Artefactors: The Data Scientist Team

Our Data Scientists are passionate about developing industrialized solutions and tackling complex challenges. From coding to project supervision, processing, transforming and leveraging data, and training machine learning models, our Data Scientists have transversal roles, oriented around **resolving business problems involving data**. **Watch the video** and **read more** about our Data Scientists's area of expertise.

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