ARTEFACT
DATA DIGEST
NEWS, VIEWS & OPINION



OCTOBER | Meet the Artefactors Video Series | The future of mROI | New Artefact Partners in Data Consulting, and more...

As Artefact expands we have focused in on what matters most: the people who make the difference, and our new **"Meet the Artefactors"** video series gives you an inside look at who we are.

Our **mROI Webinar** shares our experts' knowledge on how to measure true Marketing ROI in a cookieless world. Many new articles from our in-house experts delve into subjects like the **business lessons learned from the pandemic**, and we are proud to launch our new **SEO blog in French**.

Also have a look at our recent work with **Deezer to create a TikTok Branded Hashtag Challenge** as well as our upcoming events to attend.

Enjoy reading,

The Artefact Team

Vincent Luciani, our CEO and co-founder kick-starts our inspiring video series "Meet the Artefactors"

Vincent explains, "We have a very ambitious project; we want to triple or quadruple our size in the coming years. To create **a leader that is French but at a global dimension.**"

We are looking to recruit 500 collaborators around the world. This is why we have created our Data for Education program to train budding professionals with the latest tools in data, AI, and Machine Learning in our **Artefact School of Data**, open to anyone looking seeking access to careers in data. We are proud to have a community of people who are passionate about the business of data and enjoy working in multidisciplinary teams between business and engineers – **we are marketing engineers.** Above all, we know that happy employees make happy customers. It is imperative that our teams are working on exciting, innovative projects with the best talents, and finding joy in their work.

Listen to our Artefactors to learn more about their jobs and why they like what they do!

How to measure true Marketing ROI in a cookieless world? Use case with RECKITT

This month **Reckitt's Data Science Product Owner, Henry Jung**, met with **Artefact's Head of Data and Analytics, Bobby Gray,** and **Lead Data Scientist, Aleksandra Semenenko.** They discussed the challenge of understanding the true incremental impact & ROI of marketing budgets and how Artefact mROI presents an innovation measurement solution.

eBOOK: What consumer data strategy should brands adopt in an ever-changing technical & regulatory landscape?

To deepen your knowledge on the subject, read our Customer Data Strategy eBook, written by our data marketing experts, to learn about the new regulatory framework for brands, the impact of changes for advertisers, and our holistic consumer data strategy approach.

ARTEFACT DATA & DIGITAL EXPERTS' INSIGHTS

7 pandemic-driven business lessons learned for the long-term

Ghadi Hobeika, CEO of Artefact US,

Artefact's data scientists and software engineers share their advanced tech expertise on *Medium* – Read one of the latest articles

Maxime Lutel, Data Scientist at Artefact,

Artefact launches SEO Blog – The latest news for France, all in one place

READ MORE

NEW CLIENT CASES

(all our client cases are available on our website)

Predicting demand and optimising retail supply with AI with CARREFOUR Group

During the Big Data & AI Event in Paris, **Carrefour**'s Global Chief Data Officer, **Yann Barraud**, came together with Artefact's Data-driven strategy Partner, **Jérôme Petit**, and Senior Data Scientist, **Paul Devienne**, to present two retail use cases on how to predict demand and optimize retail supply. employees in 27 markets.

WATCH THE VIDEO

DEEZER leverages Performance Max automated solution to drive +28% subscriptions

Deezer partnered with Artefact to launch Performance Max by following a 3-step process with a process with a priority on top Web path markets. The results: +28% subscriptions gained on the web path and -15% CPA results on this framework compared to the App path.

DEEZER also called on Artefact to launch a TIKTOK Branded Hashtag Challenge

The **#DeezerPlaylistChallenge** inspired the community to use a Branded Effect on **TikTok** to create their own playlist cover art, driving over 291 million video views, 6% ad recall, and over 1,200 quality UGC video creations!

ARTEFACT CORPORATE NEWS

Vincent Blaclard reinforces our Growth Tribe as Consulting Partner, based in Paris

Vincent's skills span across the full stack of business consulting, data science, data/software engineering and solution architecture with hands-on programming experience, and he works regularly with both business and IT/data stakeholders at every level of his clients' oragnization.

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Jianxu Chen joins us as Partner in Artefact Asia

After 14-years of experience in consulting, Jianxu looks forward to being part of a digital-native organization, being able to do end-to-end digital and data transformation, and contributing to building a growing business.

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ARTEFACT WEBINARS & EVENTS AROUND THE WORLD

Thur 4 November | 14:30-17:30 (UTC+2)

Artefact Benelux event in Utrecht

Get inspired by data & digital marketing industry experts and network with peers

Get inspired by data and digital marketing keynote speakers from Google, BOL.COM, and Channable, and connect with Artefact specialists and other industry leaders to take home insights to enhance your business.

Thur 17 November | 08:30-20:00 (UTC+2)

AI for Health Summit 2021 in Paris

As a partner, we aspire to boost new initiatives in companies and to see the emergence of new collaborations around artificial intelligence projects. This initiative is an opportunity to allow various actors of both ecosystems, health and artificial intelligence, to meet up and share their experiences to drive AI innovation forward.

Fri 15 November | 15:00-16:00 (UTC+1)

Hertz x Artefact

Supercharging Bidding Strategy

Webinar with ARTEFACT UK –

Want to level up your micro-conversion bidding?

Speakers (*In English*):

Edouard Destrem, Group Account Director, Artefact UK; **Veronica Campana**, Head of Display and Social, Artefact UK

Tues 30 November | 16:00-16:30 (UTC+2)

Groupe SEB x Amazon Ads x Artefact

Tech for Retail Trade Show

Speakers (*In French*):

Marie-Agnès Grand, Head of Global Activations Strategies, Groupe SEB; **Adrien Masson**, Head of France Ad Tech Sales, Amazon; **Thomas Faure**, Consulting Director – eCommerce & eRetail lead, Artefact

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