ARTEFACT
DATA DIGEST
NEWS, VIEWS & OPINION



DECEMBER | Alliance with Ardian and Cathay Capital | 2021 Yearbook | Ubisoft client testimonial | Insightful articles from our experts

Artefact Newsletter – December 21st, 2021.

In our final Data Digest of 2021 we have saved the best for last, bringing you game-changing news regarding our alliance with world leading Private Equity funds, **Ardian Expansion and Cathay Capital**, and our holiday gift to you, our 2021 edition Yearbook, full of expert insights and client testimonials from this year.

We also share the latest articles from our experts here at Artefact on **predicting sales with almost no data, fueling an AI-based Audience Engine with first-party data**, and **exploiting a second-party data goldmine.**

We wish you an excellent end of 2021 and look forward to accompanying you in your pursuit of data-driven value and transformation in the New Year!

Happy Holidays!
The Artefact Team

Artefact aims to become the world's leading data services group following Ardian's successful purchase offer

Our public-to-private move signals rapid development for Artefact, supporting our goal to become a global champion of data consulting. In a market driven by exponential growth in data, **Ardian Expansion**'s team, alongside **Cathay Capital,** will support Artefact's historical managers in a new phase of acceleration.

Vincent Luciani, our CEO and Co-Founder comments: "*The alliance with Ardian*

definitely marks a major turning point in the history of Artefact. The delisting and the arrival of shareholders like Ardian and Cathay Capital, strategic and long-term oriented investors, allows us to deploy an ambitious growth and recruitment plan, anchored on the high added value of our talents." **Read the Press Release**

The path to developing a high-performance demand forecasting model – Part IV

By Kasra Mansouri, Senior Data Scientist at Artefact

The path to developing a high-performance demand forecasting model – Part IV

Until now we have mainly talked about forecasting regular products that have been on the shelf for quite some time. But **what about products that have been very recently launched?** In this article we will show you how we tackled this issue by proposing an alternative solution to our boosting model based on product look-alikes.

It consists of training a clustering model on old innovations to detect **sales pattern similarities**, then mapping that to product characteristics with a classification model and then **inferring the sales of new innovation** with simple statistical methods based on the outputs of model 1 and 2… **Read more**

Read more

Read the full series:

Part I – **How to choose the right visualisations to better debug your forecasting models.**

By Phil Zhang, Director – Lead Data Scientist

Part II – **5 tips to better take promotional data into account.**

By Rafaëlle Aygalenq, Senior Data Scientist

Part III – **GLADS – 5 choices you need to make before starting modeling.**

By Brian Lozach, Senior Data Scientist

How to choose the right visualisations to better debug your forecasting models.

5 tips to better take promotional data into account.

GLADS – 5 choices you need to make before starting modeling.

Out of Cookies? Fuel an AI-based Audience Engine with first-

party data for accurate targeting!

By Florian Thiébaut, Partner and Alexy Avril, Senior Manager, both Data Marketing Experts at Artefact

Out of Cookies? Fuel an AI-based Audience Engine with first-party data for accurate targeting!

The transformation of the technical and regulatory environment around collecting and processing personal data is profoundly impacting the ability of marketers to precisely target and measure their audiences. Brands need to review their strategies if they are to continue **to accurately reach their audiences and optimise their media budgets.**

The solution? **Implementation of an AI-based Audience Engine to exploit first-party data to its full potential**, in full compliance with regulations. This solution allows audiences to be segmented in an automated way for activation across all digital marketing platforms.

New issues surround the collection and processing of personal data. Some are technical (imminent disappearance of third-party cookies, toughening of consent collection); others are regulatory and behavioural (consumers are paying more attention to the protection of their data). **These changes are profoundly impacting marketers' digital strategies**… **Read more**

Read more

Are you sitting on a (second-party) data goldmine?

By Bobby Gray, Head of Analytics & Data Marketing at Artefact

Let's look ahead to the day when Covid-19 no longer casts its long shadow and curtails many of the things that we previously took for granted. Now let's consider travel and, more specifically, the complete travel ecosystem in terms of the data it generates.

First of all, the consumer chooses the holiday – where they want to go, with whom, how they want to travel, how long they'll stay, what they will do when they get there, etc, etc. This involves several suppliers, but assuming the transport is booked first, sitting at the top of the chain is the airline, or train company, or ferry operator or car hire service.

The information they hold on destination, dates and the people traveling could be hugely valuable to entreprises further downstream in the customer journey. Someone going to Barcelona with their partner and staying for a week is already a warm lead for hotels, restaurants and shops in the city, as well as local activity providers. In other words, **if these suppliers had access to this audience group (ie non-**

personalised) information, they could undertake targeted and relevant promotion of what they had to offer the holiday-makers once they arrived.

And that is **the crux of second-party data partnerships**… **Read more**

Event: the China Luxury Experience with Data

Watch the entire conference

Luxury leaders in China came together with **Edouard de Mézerac**, Artefact Asia Managing Partner, for insightful discussions around the growing necessity of data for luxury:

– Why Data is Becoming Critical for Luxury
– Luxury Consumers Through Data – An Example

– Consumer Data Platform (CDP) for Luxury – Case Sharing

– Panel Discussion (with LVMH digital, Porsche China Motors, Yves Saint Laurent China)

Client testimonial: How Artefact helped UBISOFT to build a powerful media campaign using data for its key video game launch of the year

Client testimonial: How Artefact helped UBISOFT to build a powerful media campaign using data for its key video game launch of the year

The video game industry is one of the most competitive online markets with many big actors and titles vying for gamers' attention all year long, not just during a launch. In this type of competitive environment, **data is key to bringing more intelligence to digital strategies** and enabling a virtuous circle leading to a more effective, informed and data-driven media buy.

Using its proprietary data marketing model and Ubisoft's strong target knowledge, Artefact and Ubisoft came up with different targets that would be interested in the game to boost performance, spot growth opportunities and maximise potential. Compared to the control group, **the audiences targeted by the media campaign generated +7% video views and +40% clickthrough rate…** **Read more**

Read more

————— 🎄🎁✨Merry Christmas from all of us at Artefact! ✨🎁🎄 Your Gift: our Yearbook 2021

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