

JANUARY 2021 | Boost online retail activity | Become an AI Factory | Crack personalisation in China | L'Oréal case study

Welcome to the first Data Digest of 2021.

This year, many of our clients and prospects have told us that they are concerned by three things:

First-party data strategies — which companies will need to get right in order to manage data governance, data quality and data sourcing effectively;

E-commerce strategies — which have become essential to driving sales in the post-Corona world;

Capability building — including, developing more accurate measurement tools and learning how to understand their audiences better.

We'll share actionable insights and opinions on all three over the next 12 months — beginning with the collection of articles and ebooks below.

Scroll down to read our thoughts on how upskilling inhouse teams can **boost online retail activity**, how to **become an 'AI factory'**, how to **crack personalisation in China** — the world's largest internet market, and more.

Enjoy,

The Artefact Team

P.S. We've just made a new corporate movie. **Take a look!**

Retrospective 2020 & Perspectives 2021: the best of our blog articles and client cases

Download our yearbook, in which we compile our best blog posts of 2020, examine data success stories from **TUI France**, **Sanofi** and **Engie**, and share new advice on the latest data marketing, digital commerce, AI and data consulting trends.

From idea to implementation: Becoming an AI factory

Formulating a coherent AI strategy, and deploying value-adding use cases is tough. **Alexandre Thion de la Chaume**, Partner, Data Consulting at Artefact, explains how processes can be streamlined using the AI Factory model.

Ebook: Boosting online retail activity by upskilling sales and marketing teams

E-Commerce is a necessity for brands. Artefact#s **Thomas Faure**, Senior Consulting Manager e-Retail Lead, and **Guillaume Baroin**, e-Retail Consultant explain how upskilling programmes can accelerate overall business growth.

Cracking personalisation in China

Xavier Mussard, Partner at Artefact Asia, explains how segmentations capturing personas, life stage, and engagement can help personalisation in the world's largest internet market.

Ebook: How important is Artificial Intelligence for call centres today?

Learn how AI technology can boost productivity in call centres to help companies gain competitive advantages. Includes case studies from insurance companies **MAIF** and **Homeserve**.

Read more

Welcome to the Google Analytics 4 revolution

To implement GA4 successfully, companies first need to implement a dual setup with their current universal analytics property and

upskill their digital marketing teams accordingly. Artefact's **Cyril Calvet** explains how**.**

Read more

Causal Intelligence: The key to boosting AI performance in business

To see real returns on their AI and Machine Learning investments, business leaders first need to understand the cause-and-effect relationships impacting performance, says **Siddharth Mohan**, Senior Data Scientist at Artefact Netherlands & France.

DATA SOLUTIONS AND CLIENT CASES

Nexity: Ban the Banner – Tapping into the competitive nature of property consumers

Learn how we increased website views and registrations for Nexity's online property auctions… by letting customers hide the best offers from other people!

L'Oréal Trend Detection: Innovating tomorrow's products today

Charles Besson, Global Social Insights & AI Director at L'Oréal, and **Fabrice Henry**, Managing Partner at Artefact, discuss how L'Oréal Trend Detection, deployed with Artefact's AI trend detection solution, is predicting today what cosmetics products consumers will want tomorrow.

Investor relations: Artefact posts excellent 2020 Q4 performance

Our latest financial results show Artefact Group achieved +17% growth in gross margin for Q4 2020 (+10% for the year), and we recorded a strong increase in 2020 EBITDAr1, estimated to be between €13.5m and €14.0m.

Read the financial press release

Stratégies interview: Vincent Luciani, co-CEO of Artefact, explains that consumer-centric companies are the ones that will succeed

Vincent Luciani, co-founder and co-CEO of Artefact, looks back on the past months, how the company has adapted, and how data knowledge moves up the value chain of enterprises.

Artefact DACH wins Targobank performance marketing and strategic data consulting account

Artefact DACH will handle SEA operations and provide strategic

data consulting for the German bank. Key to Artefact's win was its ability to provide strategic advice alongside traditional SEA services.

Read more

Watch our new corporate movie!

Every company talks about data. At Artefact, we don't talk, we act. Artefact is a global service company that sits at the intersection of marketing, consulting and data science. We transform organisations into consumer-centric leaders thanks to digital, data and AI.

Watch here

FORTHCOMING WEBINARS AND EVENTS

Tues 2 Feb | 11:35-11:50am (CET)

How is Artefact helping brands improve their knowledge, customer activation and sales performance thanks to Carrefour data?

Part of the HUB Day Retail & E-Commerce event.

Speakers (*in French*):

Nicolas Trolé, Chief Revenue Officer, Carrefour Média

Thomas Faure, Senior Consulting Manager – E-Retail Lead, Artefact

Register here

Tues 2 Feb | 1:30-2:00pm (CET)

Masterclass: How did Mattel and Artefact use C-Discount's relevanC Advertising platform to boost eRetail sales of its brands?

Part of the HUB Day Retail & E-Commerce event.

Speakers (*in French*):

Cédric Chamoux, Directeur Retail Media, Cdiscount

Maïana Darmendrail, Digital Marketing Manager, Mattel France

Thomas Faure, Senior Consulting Manager – E-Retail Lead, Artefact

Thur 4 Feb | 10:00-11:00am (CET)

Artefact x Microsoft | Data governance as code and MLOps: a prerequisite for AI project success

Learn what's key to the successful deployment of data platforms and AI innovation.

Speakers (*in French*):

Matthieu Bret, Data & AI Product Marketing Manager, Microsoft

Olivier Kajdan, Avant-Sale Engineer, Microsoft

Paul de Balincourt, Consulting Manager, Artefact

Joris Caloud, Senior Software Engineer, Artefact

Register here

Thur 4 Feb | 11:15-12:00am (GMT)

Fireside chat | How Nissan is transforming in the digital world

Dév Rishi Sahani, Nissan's Global Head of Customer Experience Data Analytics & Reporting chats with Artefact about how the car giant's digital transformation and how it using data to drive operational efficiencies and increase sales.

Register here

Share this article

Contact Us