ARTEFACT
DATA DIGEST
NEWS, VIEWS & OPINION




# NOVEMBER | Causality-based marketing | CDP for the automotive industry | Latest awards, and more...

As the holiday season approaches this marks a pivotal time of the year for challenges and opportunities in the world of data marketing. Our team of experts are here to guide you through it with insights on **smarter marketing through causality-based approaches** and **incorporating data-driven marketing into manufacturing industries**.

We also share our newest articles on **what we have learned measuring our company carbon footprint**, **how to secure your Python software supply chain**, and **golden rules to prepare for Q4 to get the most out of Amazon's advertising ecosystem**.

Read on to find out more about our recent client cases, latest awards, and upcoming events.

Enjoy reading,

The Artefact Team

## Causation and correlation: A route to smarter marketing

With the development of so many **new digital channels** (social, VOD, digital radio, etc), alongside the **rise of influencers** and online communities, as well as the impending loss of the **third-party cookie**, understanding the true impact of marketing is more nuanced than ever.

To **get to the root of optimizing future activity**, data professionals must adopt **causality-based approaches**, which show that A (marketing budget change) caused B (sales increase). Causality-based approaches allow marketers to **understand the influence that one marketing activity has on another**, and how this feeds into outcomes.

Artefact's Head of Analytics & Data Marketing**, Bobby Gray,** and Lead Data Scientist**, Aleksandra Semenenko** take a closer look at how to use MROI modeling to enable smarter decision-making.

**Read the Article**

## The road ahead: data-driven marketing is critical for the evolving car industry

As manufacturers adopt the direct-to-consumer (or agency model) trend, automakers are experiencing major and sustained pressure on their bottom lines.

Google's **Fabien Cros,** Data & Tech Automotive Lead of Google Marketing Platform France, and Artefact's **Axel Tasciyan,** Data Consulting Director – Automotive Lead, share their 3-pronged approach: Sell more, Sell better, Seek out new sales streams.

While these steps may seem straightforward, with the incorporation of data on one central **Consumer Data Platform (CDP)**, data-marketers can elevate their strategy to **add value and generate revenue opportunities** throughout the complete customer lifetime.

**ARTEFACT DATA & DIGITAL EXPERTS' INSIGHTS**

Lucie Marchais,
Aurélie Chevallier,
Léonard Cahon

## Amazon Ads – Golden rules to prepare Q4

Pierre Davicco,
Thomas Faure,
Benoît Goujon

## READ MORE

**Friends of Search blog: 3-article series**

## NEW CLIENT CASES

**(all our client cases are available on our website)**

### Carnot CALYM Institute fighting against lymphoma with AI

**Microsoft, The Carnot CALYM Institute** and **Artefact** combined their expertise to build a Lymphoma Data hub enabling researchers to leverage AI for accelerated early-stage diagnosis and therapeutic innovation. Artefact's experiment was successful in detecting the presence of cancer with an accuracy of between 90% and 98%.

### Data for Health eBook

The acceleration of the digitalisation of consumption caused by the health crisis has led brands to implement more structural and ambitious projects, making data more crucial than ever in the health sector. Our

covers client cases with Sanofi CHC and the Carnot Calym Institute.

### Data for Retail eBook

Over the past year, every brand has increased their digital presence and wants to optimize e-commerce to sell better through this channel. Our

provides insights on the subject with a focus on our recent work with Mattel and Carrefour Media.

## ARTEFACT AWARDS

### Artefact wins 2 Data Festival Awards for our case with ENGIE

**Artefact Partner, Alexandre Thion de la Chaume, and Data Consultant, Sophie Xu's work with ENGIE on "How to improve customer relations thanks to artificial intelligence" alongside the deployment of an innovative Audience Engine to calibrate ENGIE's relational and commercial strategy won us:**

**The Gold Personalisation Case award, and**

**The Event's Grand Prix!**

**WATCH THE AWARD-WINNING VIDEO**

### Artefact wins 3 Marketing Trophies Awards for our cases with FISHER PRICE, NEXITY & FRANPRIX

**Artefact Account Director, Vincent Laquerriere, has won the Gold Trophy in Creativity and Innovation for an impressive digital media campaign with Fisher-Price around their Sleep line of toys. The Artefact3000 Creation teams also won the Gold Trophy in Brand Awareness for their campaign with Nexity, and Bronze in the Cross-Channel category for a campaign with Franprix.**

**WATCH THE AWARD-WINNING VIDEO**

## ARTEFACT WEBINARS & EVENTS AROUND THE WORLD

**Thur 2 December | 10:30-12:00 (UTC+1)**

## Artefact Asia Re-Imagines The China Luxury Experience with Data

Our team of digital and data experts will share case studies and examples on why and how brands are leveraging data to offer their consumers an even more privileged experience. The agenda covers subjects like "Why Data is Becoming Critical for Luxury" with Artefact China and Asia Managing Partner, **Edouard de Mézerac**, "Luxury Consumers Through Data", and "Consumer Data Platform for Luxury".

**Tues 30 November | 15:30-16:00 (UTC+1)**

### LiveRamp x Artefact

### Tech for Retail Trade Show

Which data and AI technology strategy should Retailers and Advertisers adopt in order to gain competitiveness in a Retail environment disrupted by major regulatory, media and AI evolutions.

**Speakers (*In French*):**

**Vihan Sharma,** SVP, Safe Haven & MD Europe, LiveRamp; **Vincent Luciani**, Co-founder & Group CEO, Artefact

### Hertz x Artefact UK Webinar REPLAY

### Enhancing HERTZ's micro-conversion bidding and building a winning PPC campaign

We are pleased to share the recording of this great session featuring powerful insights on how we supercharged **Hertz**'s bidding strategy and how to improve your paid media strategy as a whole!

**Speakers (*In English*):**

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

**WATCH THE REPLAY**

Share this article

Contact Us