



Customer
Success
Story

**CARREFOUR *Boosts
Multichannel Graphics
Production with
CHILI GraF_x and ARISTID
Retail Technology.***

ARISTID
Retail technology


Carrefour

Undergoing a digital transformation *in retail marketing.*

CARREFOUR, the largest retail network in France, supercharges its promotional capabilities using ARISTID Retail Technology solutions, boosted by the power of CHILI GraFx, the Creative Automation engine.

Ranked among the top three largest French retailers with extensive international reach, CARREFOUR nurtures ambitious digital aspirations.

Alexandre Bompard, CEO at CARREFOUR clearly outlines this vision::



“We’re in the process of reinventing CARREFOUR. Our organization is undergoing a transformative shift, placing digital and data at the heart of all our operations. We’re moving beyond traditional retail paradigms, to emerge as a leading Digital Retail Company.”

Alexandre Bompard, CEO at CARREFOUR

Watch CARREFOUR’s
story on their digital
transformation



Embracing Data for Retail Transformation.

By placing data at the heart of its activities, CARREFOUR aims to offer its customers a revolutionary shopping experience. This paradigm shift necessitates streamlining all data flows for the efficient delivery of promotional content on a large scale. Promotional data has now become the lifeblood of the brand's multichannel communications.

New media channels regularly spring into existence, and retail brands must select and nourish these new points of interaction with shoppers to create an effective alternative to the traditional promotional catalog. Now more than ever, the creation of a digital communication ecosystem capable of producing a limitless array of high-quality content is crucial.

This need for large scale automation, paired with the vast multidimensional scope of CARREFOUR's offerings, poses a formidable challenge. ARISTID Retail Technology, which integrates CHILI GraFX's Creative Automation engine, embraces this vision and has supported the brand for over five years in meeting this challenge head on. Together, the retailer and its partner have been moving towards an intelligent, 'data-centric' vision that fuses shopper big data with offer big data to create promotional offers that are always relevant.

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Together we have transformed our internal processes to enrich this data. It is thanks to the quality of this technological ecosystem that we can now connect new media platforms, which use this content in multiple contexts to deliver a multitude of customer interactions.

Frédéric Preslot, Marketing Operations Director of CARREFOUR

Multichannel Asset Production at Scale.

To fully leverage ever-increasing investments in digital media, it's essential for retailers to offer content tailored to each media type - this applies equally to technical formatting and the content of the promotion.

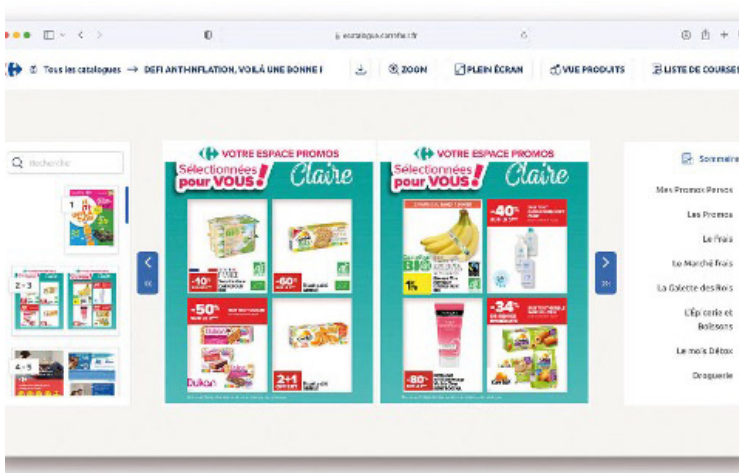
Consider the transformation of the paper catalog to a personalized promotional platform, executed by ARISTID via the CHILI GraFx Creative Automation engine.

“Imagine the potential and differentiation possibilities with 1,200 stores, 1.1 million customers, 500 hypermarket catalog offers, and 8 personalized offers,” says Frédéric Preslot, Marketing Operations Director of CARREFOUR.

“We’re just scratching the surface of catalog customization. This journey, however, demands an industrial-scale model,” emphasizes Rodolphe Bonnasse, CEO of ARISTID Retail Technology. *“We can create personalized offers or promotions aligned with individual events, such as birthdays. Perhaps we’ll soon feature local offers exclusive to specific stores, and much more.”*

Currently, around 1.1 million customers receive targeted emails each week. The click rate doubles and reaches 6% when the catalog is personalized. Rodolphe Bonnasse is delighted:

“Thanks to our technology framework, CARREFOUR can combine the depth of its customer data with its offer data lake, generating an endless number of highly personalized offers on an industrial scale.”



To learn more
about this
personalized
e-catalog



The Key Ingredients of *Data-Centric Multichannel Success.*

To deliver dynamic, personalized content across all marketing channels, ARISTID first helped CARREFOUR in structuring, organizing, and enriching its proprietary data. With this data, they were set to enable the creation of personalized & compelling media variations. Then with CHILI GraFx's data stream and graphic automation technology, an exciting new world of customer-centric offerings awaits the retailer.

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Multichannel agility requires team alignment, centralization and structuring of 'first party data', and the use of the best graphical automation tools. These conditions are essential to meet the massive demands for both dynamic and personalized content.

Florian Payri, Co-CEO ARISTID Retail Technology

The early results are very encouraging:

- A 17-point surge in CARREFOUR's customer satisfaction score and a doubling of the click rate due to the distribution of 'personalized e-catalogs.'
- 200K daily visitors to the e-catalog (web & app), with 42% accessing weekly.
- An increase in content produced without additional resources: CARREFOUR now produces 8 million locally priced in-store POS displays per month and 35,000 national flyer pages per year.

CARREFOUR's Digital Ambitions for 2024 and Beyond

CARREFOUR plans to extend its personalized promotions to its fourteen million customers on all of its on and offline touchpoints. Plus, they plan on offering real-time, locally adjusted prices across all channels and content types.

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We take pride in contributing to the evolution of the media mix of the retail brand with the largest number of outlets in France. The challenges brought about by the reduction of the non-addressed paper catalog represent opportunities for technological progress, ultimately benefiting the end customer with a more fitting and valuable commercial experience.

Rodolphe Bonnasse, CEO of ARISTID Retail Technology

Discover ARISTID's retail service portfolio

