



ARiSTiD

Retail technology



The Digital Big Bang: From Print-First to the New Digital Universe



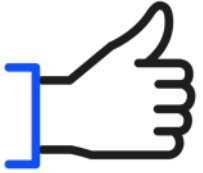
RCC | Retail Marketing
Conference

September 8, 2022

11:00 am – 11:45 am, Kensington A



INTRODUCTIONS - OUR VALUE PROPOSITION



I

Securing your business data

Centralization of commercial data in the same place to guarantee the consistency of the first party data published, and to avoid re-entries / errors.



II

Digitize your business processes

Modernization of business processes and distribution of offers/data to guarantee efficiency and ease of information exchange between all CSP players



III

Optimize your data production costs

Automated production of media (graphic content for digital and print) and easy distribution to all service providers (pre-press or digital)



IV

Accelerate the digital publication of your offers

Increase the digital distribution capacity of offers with ease, while maintaining the consistency of the content generated for all channels

1

Introduction

2

Driving Digital Agility

3

Carrefour's journey to Digital Agility

4

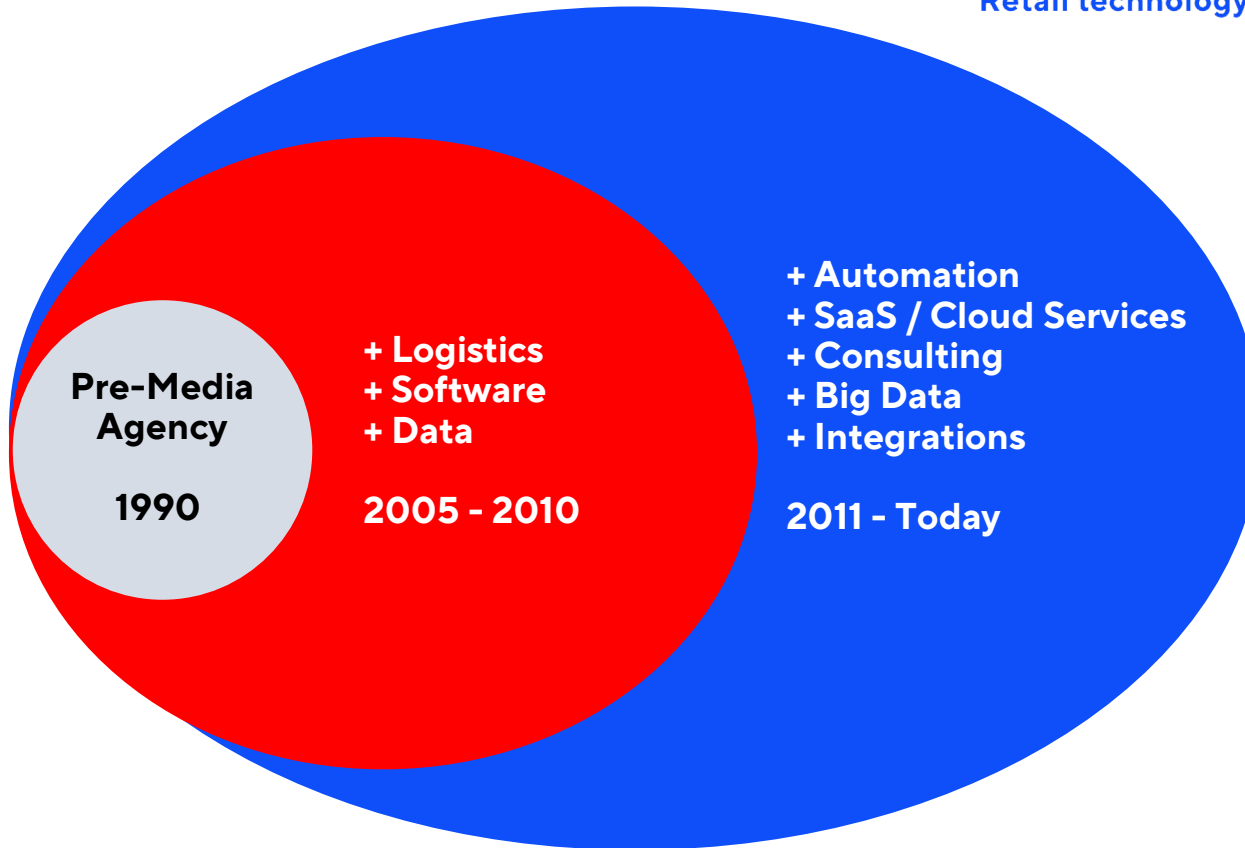
Achieving Digital Agility - Observations

WHO IS ARiSTiD RETAIL TECHNOLOGY

c|a com.groupe

c|a solutions.

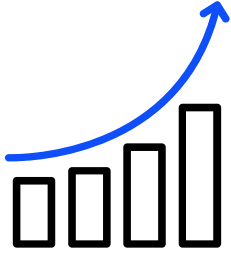
ARiSTiD
Retail technology



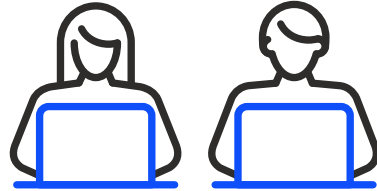
**+30 YEARS OF
RETAIL EXPERIENCE**

We **digitize** our clients' "business processes" to **accelerate** their **digital transformation** and **increase** their **profitability** and **competitiveness**.

WHO IS ARiSTiD RETAIL TECHNOLOGY



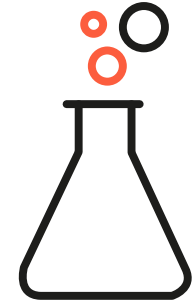
€ 42 MILLION
ANNUAL REVENUES



350
EXPERTS



80%
MARKET SHARE WITHIN
LARGE RETAILERS IN
FRANCE

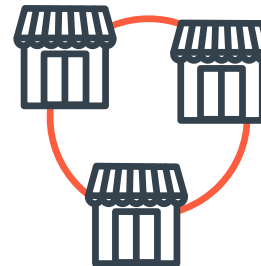


+€25 MILLION
INVESTED IN R&D
IN OUR SOLUTIONS



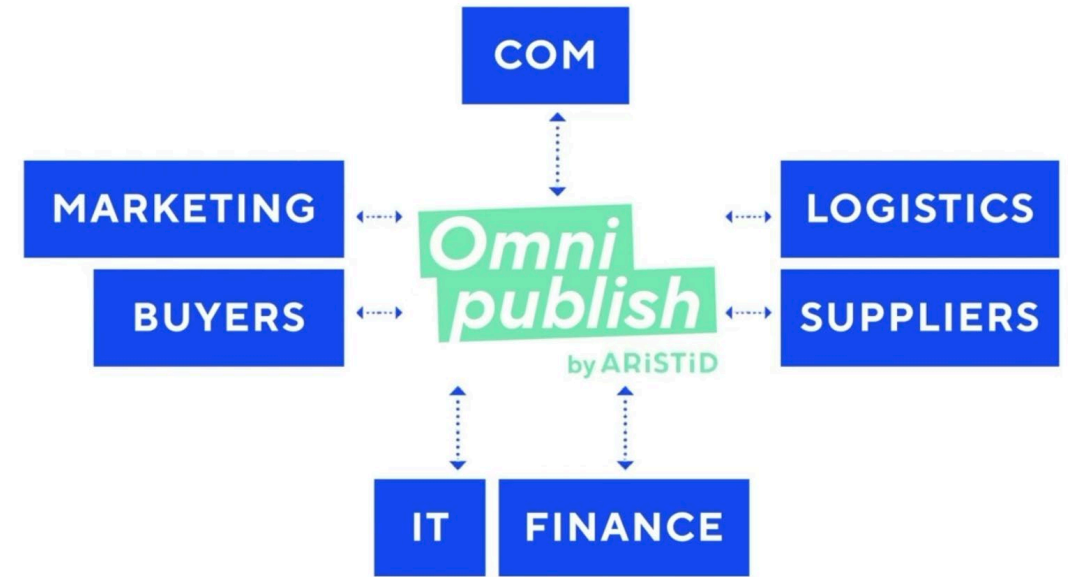
+10,000
DAILY USERS

+40
PRE-MEDIA
AGENCIES & DIGITAL
PARTNERS

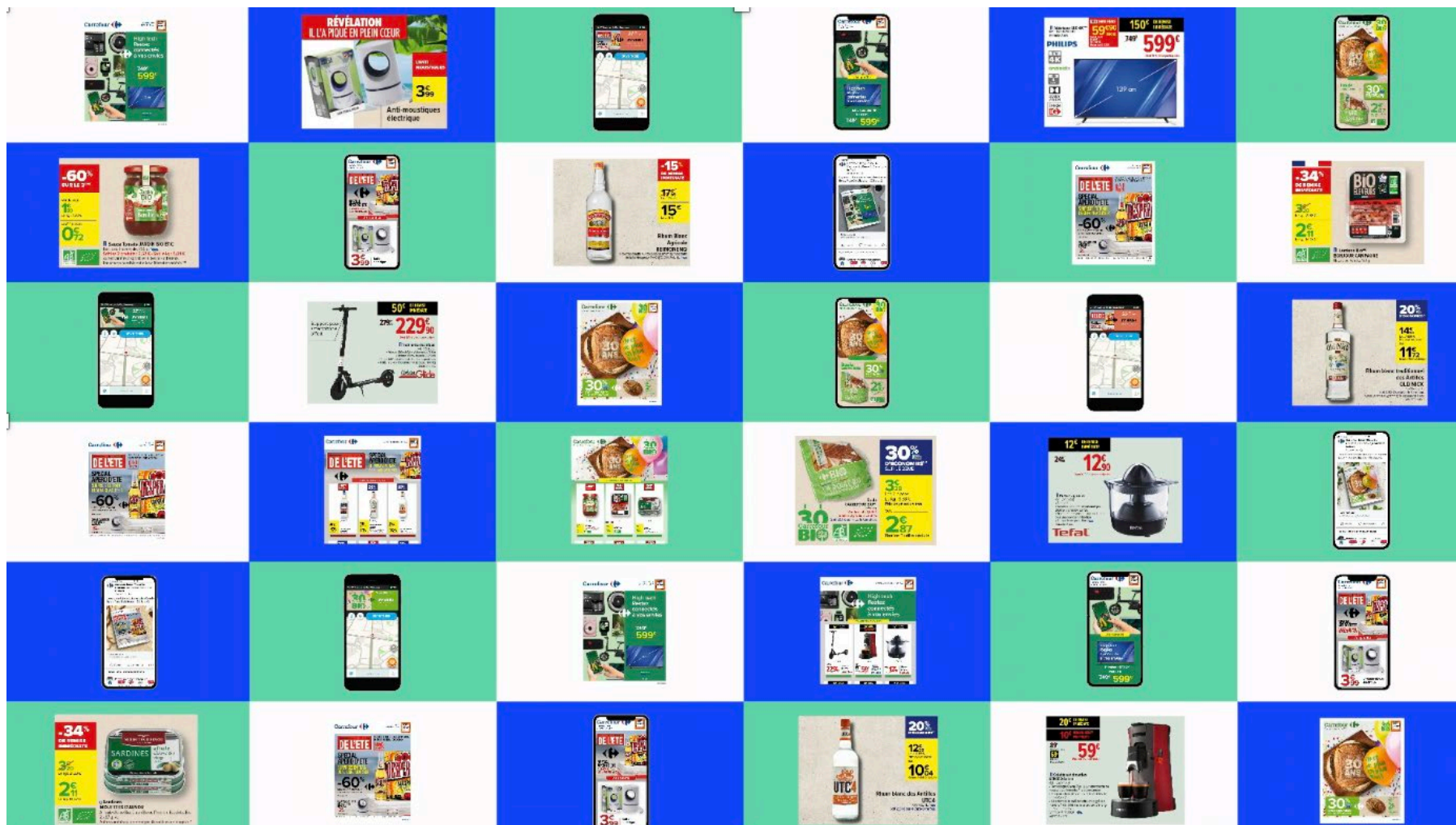


+10,000
CONNECTED STORES

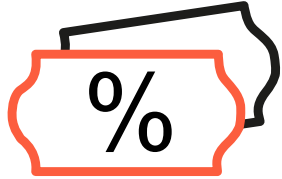
OUR MISSION: STRUCTURE & ENHANCE YOUR FIRST PARTY DATA TO...



OUR MISSION: BUILD YOUR OWN PROMOTIONAL DATA LAKE



ARiSTiD KEY DATA



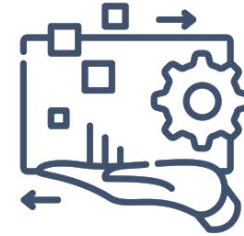
€ 40 BILLION

PROMO SALES DRIVEN THROUGH
OUR PLATFORMS



+ 500,000

UNIQUE NON-LOCALIZED
OFFER UNITS (ANNUALLY)



MILLIONS

OF ASSETS AND STRUCTURED
FIRST PARTY DATA RECORDS
MANAGED ANNUALLY



1,000,000+

UNIQUE FLYER/CATALOGUE
PAGES PRODUCED (ANNUALLY)
@ 80% - 90% AUTOMATED



15,000,000+

UNIQUE CONTENT PIECES (PRINT &
DIGITAL) PRODUCED WEEKLY

PROVEN SOLUTION FOR MAJOR RETAILERS



2

Trends Driving Digital Agility

KEY TRENDS DRIVING DIGITAL AGILITY



**Consumer Habits
& Personalization**



Economics & Costs



**Regulatory &
Social Pressures**



New Channels



Business imperatives

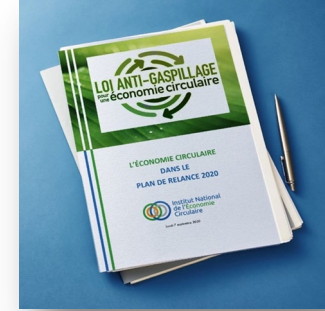
KEY DRIVERS: CHANGING CONSUMER HABITS



42%
consult an
e-catalogue
at least once a week.



60%
consider the
digital catalogue
more ecological



+75%
want less paper
advertising
+ 12pts v/s 2015

10 Million
households have the
STOP PUB

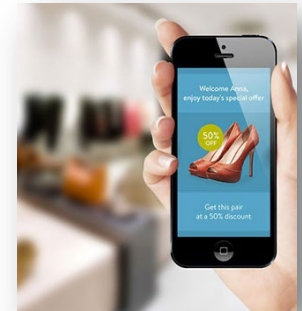


+42%
advertising
investment
in digital
media in 2021



76%
interested in
personalized
promotions

- More practical 48%
- Easier 41%
- More ecological 27%



Sources :

OpinionWay for Bonial, 2020, Unified Bump Advertising Market Barometer 2021

Ipsos study for Facebook "The expectations of the French in terms of prospectuses" conducted online July 2021

KEY DRIVERS: CONSUMER HABITS

76%

are motivated to go to a store after reading a flyer (paper or digital)

58%

take pleasure in reading paper or PDF flyers,
it's a real appointment/habit and experience

74%

would consult flyers online if paper disappeared

70%

prefer digital format to paper format

60%

consider social networks suitable for discovering
products, finding good deals, preparing purchases
or comparing prices

Les attentes
des Français
en matière
de prospectus



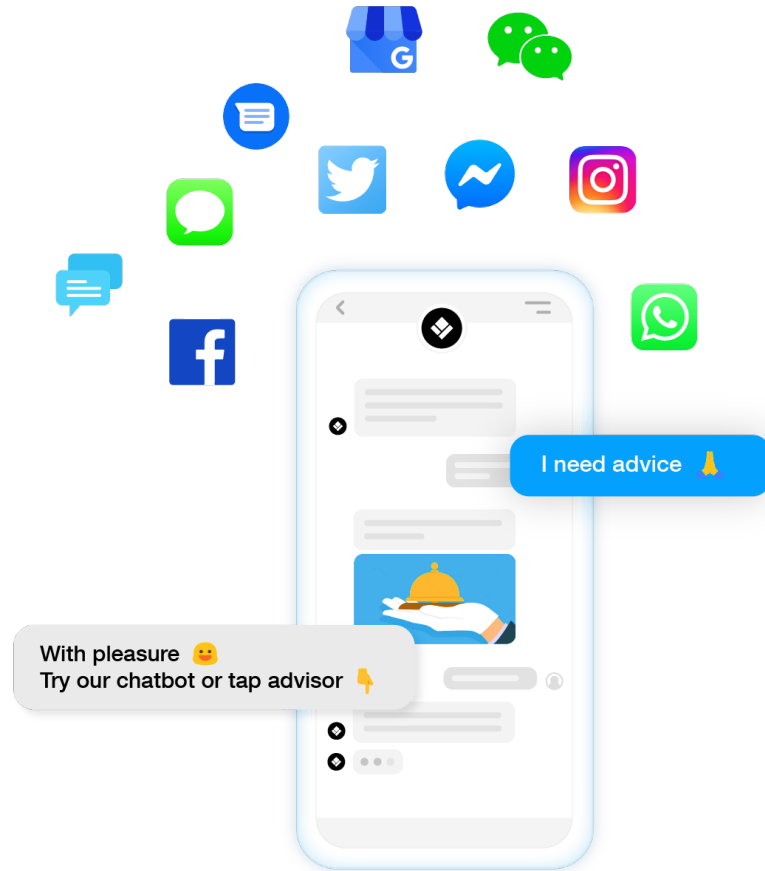
75%

**Prefer messaging
over other channels
to interact
with a brand**

Sources :

Ipsos study for Facebook "The expectations of the French in terms of prospectuses" conducted online July 2021

KEY DRIVERS: CONSUMER HABITS



Your RIGHT MIX is not FIXED.

Despite all this research, your reach is ultimately driven by YOUR right media mix that can change at any time.

Sources :

Ipsos study for Facebook "The expectations of the French in terms of prospectuses" conducted online July 2021

KEY TRENDS DRIVING DIGITAL AGILITY



**Consumer Habits
& Personalization**



Economics & Costs



**Regulatory &
Social Pressures**

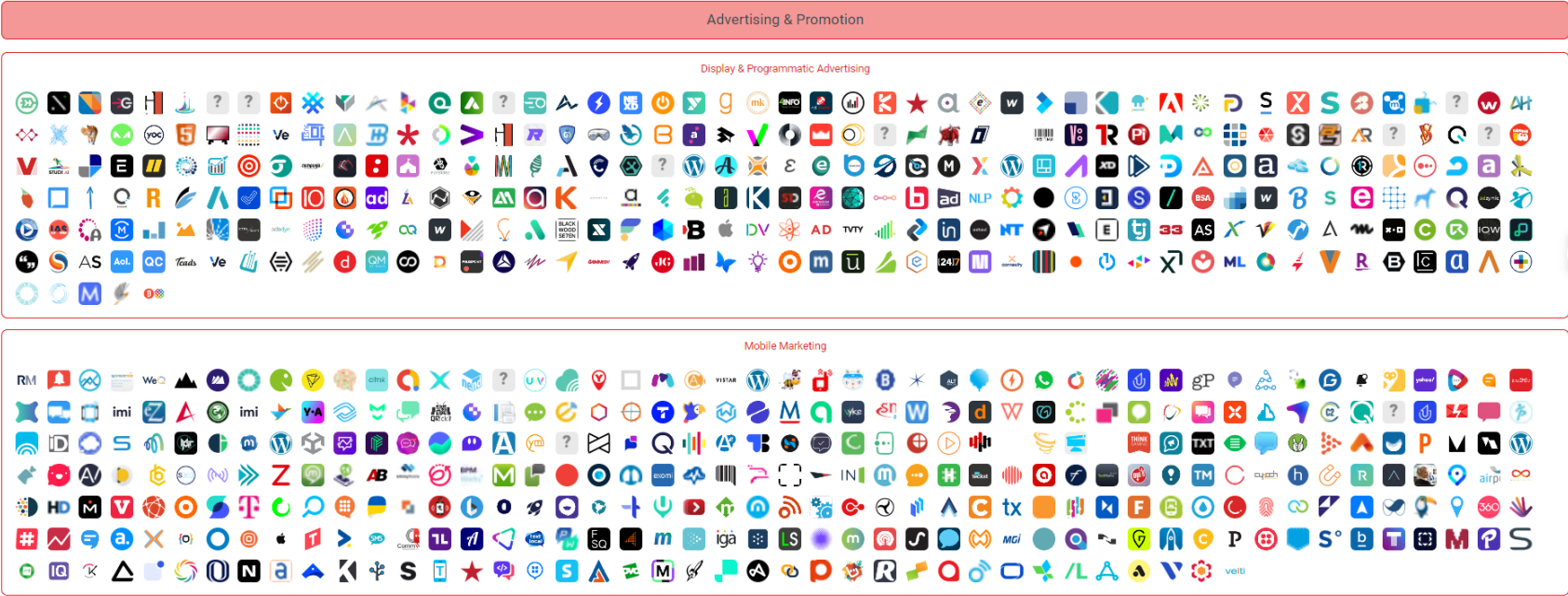


New Channels



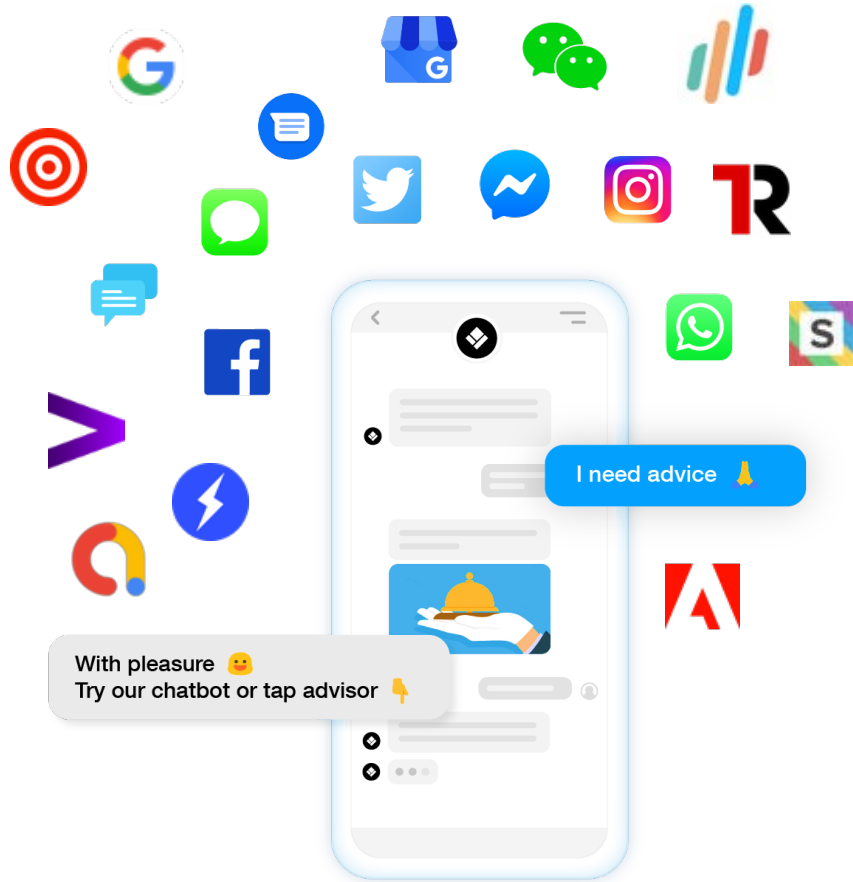
Business imperatives

KEY DRIVERS : NEW CHANNELS



Martechmap.com

KEY DRIVERS: NEW CHANNELS



Your RIGHT MIX is MULTIPLYING.

Just when you figure out one channel, new one's become popular... and manual processes can't cut it.

KEY TRENDS DRIVING DIGITAL AGILITY



**Consumer Habits
& Personalization**



Economics & Costs



**Regulatory &
Social Pressures**



New Channels



Business imperatives

KEY DRIVERS: ECONOMIC & COSTS



ROI on a per flyer/contact is affected

50% less households receiving flyers

+25 to +40% increase in raw materials (paper) costs

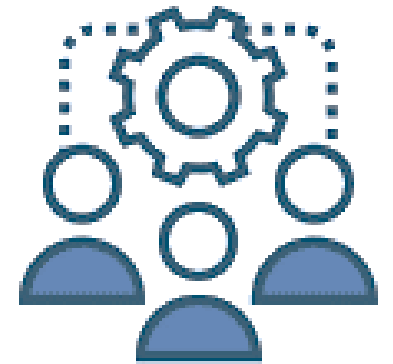
Impacts across the business and media ecosystems

Labour costs & shortages

Supply chain implications

Buyer negotiations and supplier demands

Rapidly changing prices/inflation



KEY TRENDS DRIVING DIGITAL AGILITY



**Consumer Habits
& Personalization**



Economics & Costs



**Regulatory &
Social Pressures**



New Channels



Business imperatives

KEY DRIVERS: BUSINESS IMPERATIVES



- Bricks & Mortar vs E Commerce balance
- Non-traditional competitors
- Remote work
- New infrastructure and tools necessary to support collaboration and production
- New personalized services



**Greater need to control your
first party marketing data and unleash
its power.**

KEY TRENDS DRIVING DIGITAL AGILITY



**Consumer Habits
& Personalization**



Economics & Costs



**Regulatory &
Social Pressures**



New Channels



Business imperatives

KEY DRIVERS: REGULATORY/SOCIO-POLITICAL

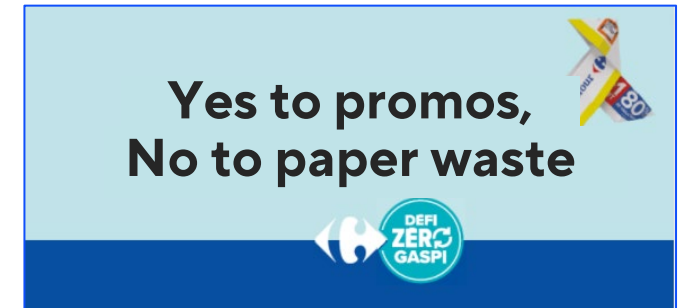


Cookie-less impacts on user experience
driving logged-in social channels

Oui Pub – versus “Stop Pub”

1 in 2 households will stop receiving flyers

Anti-Publisac in Mirabel, Montreal next...



KEY TRENDS DRIVING DIGITAL AGILITY

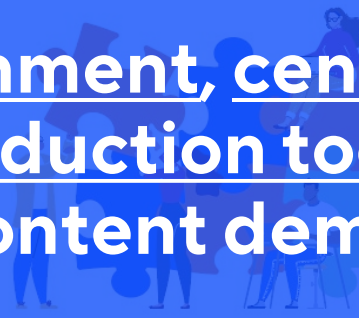



All these DRIVERS – and more – are forcing retailers to EVOLVE and STRIVE for DIGITAL AGILITY.

Consumer Habits & Personalization

Economics & Costs

Regulatory & Social Pressures



It needs cross functional team alignment, centralized, structured first party data and the production tools to meet massive personalized dynamic content demands.

New Channels

Business imperatives

3

Carrefour's journey to Digital Agility

ABOUT CARREFOUR



French retailer founded in 1956.

Active in over 30 countries with annual sales of 93 B€

8th largest retailer in the world

Not just Food, but also Electronics, Household, Clothes,
Alcohol/Wines and Parapharmacy



3 MAJOR BANNERS IN FRANCE



200 hypermarkets
(up to 248,000 sq ft)



1200 supermarkets
(from 10,800 to 43,000 sq ft)



2600 convenience stores
(from 10,800 to 43,000 sq ft)



Partnership with ARiSTiD since 2017

CARREFOUR BY ARISTID NUMBERS



35K

National Flyer
Pages created
per year

1 100K

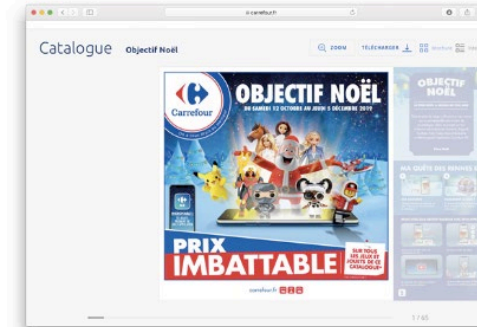
Offer placements
per year

8M

In-store displays
per month (with
local pricing)

200K

E-catalog visitors
(web & app)
per day



OFFER & FIRST PARTY DATA DISTRIBUTION

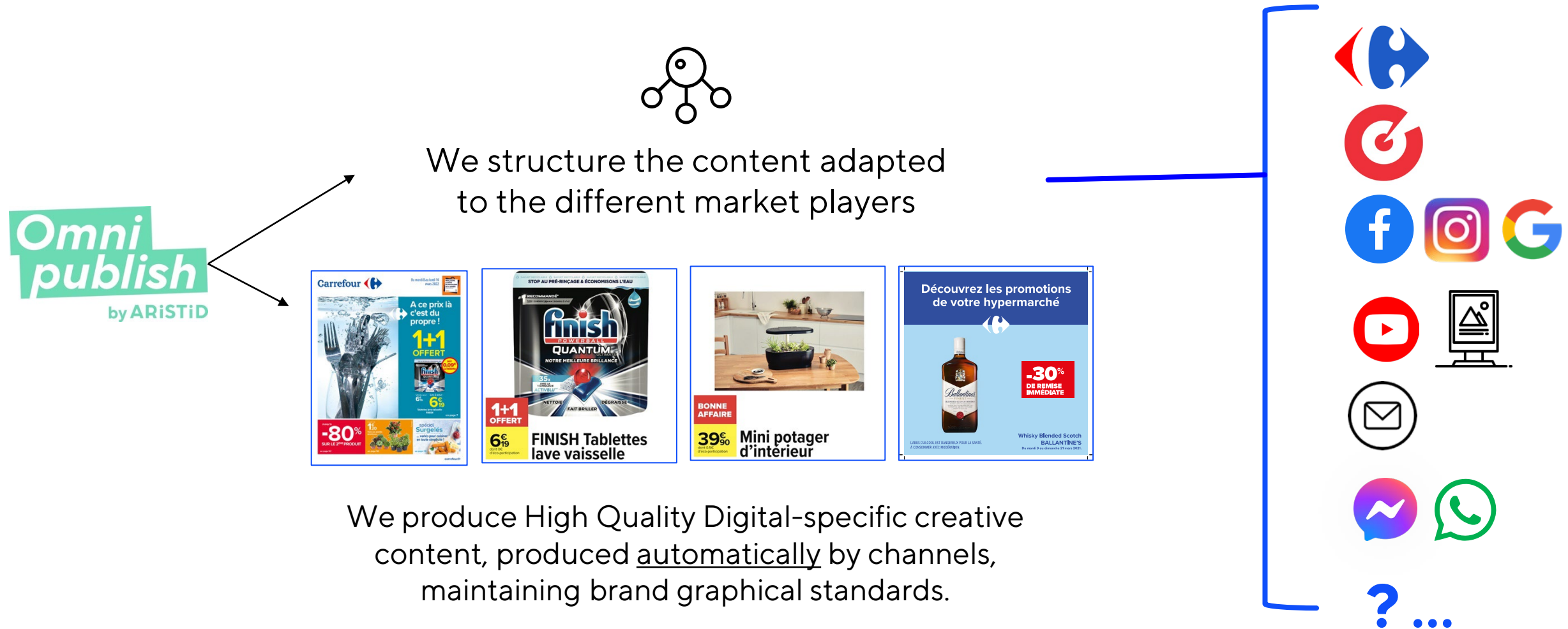


**DIGITAL
HUB**



... with near-real time and localized price updates

DIGITAL MEDIA OFFER DISTRIBUTION, AT SCALE & AUTOMATICALLY



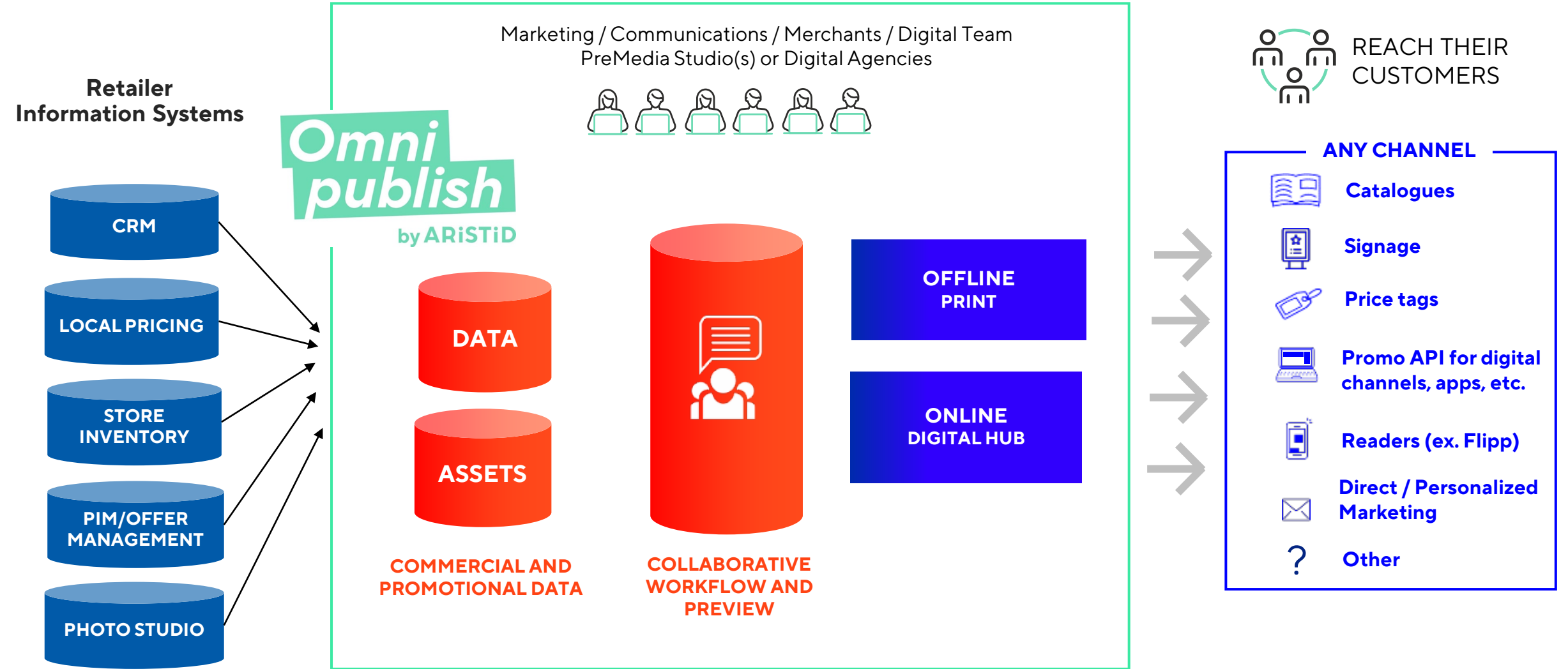
CARREFOUR CASES – AUTOMATED CHANNELS



Please contact us to learn more about our specific examples with any of our retailers, in a private presentation.

- WhatsApp Messenger engagement
- Messenger engagement
- Social channel digital catalogues
- YouTube influencer videos
- Personalized flyers
- Video ad generation
- Instore HDTV video signage
- Instore signage by local stores

CARREFOUR'S UNIFIED PROMOTIONAL DATA LAKE



4

Achieving Digital Agility

Some tips and challenges...

Lessons Learned to achieve Digital Agility



- Empower leadership and cross-functional teams
- Figure out your control/single source of the FIRST PARTY data
- Automate your data and creative/content
- Understand the needs, drivers, and motivations of all stakeholders
- Be aware of change blockers and processes
- Start now and get short term wins
- Partner! Your teams are too busy to invent and define



**To feed ultra-personalized
marketing and to achieve
digital agility**

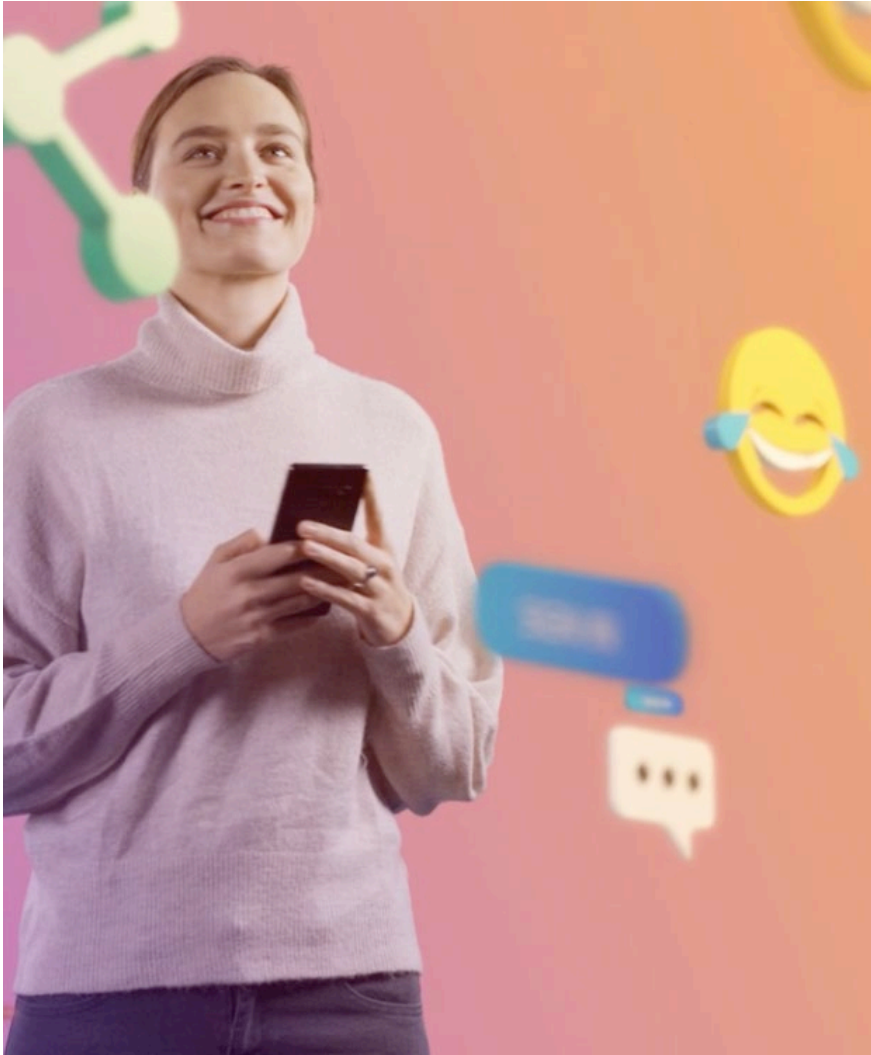
**FIRST PARTY DATA MUST
BE INDUSTRIALIZED**



**To match the massive
impact of printed flyers...**

**IT TAKES 50X MORE
SURGICAL/TARGETED
DIGITAL TOUCHPOINTS.
(AND PRECISION)**

... to deliver...



THE RIGHT OFFER
in
THE RIGHT WAY,
on
THE RIGHT MEDIA
at
THE RIGHT MOMENT
to
THE RIGHT PERSON

IT'S OUR MISSION TO HELP YOU SUCCEED ON THIS !

Reach out for a Free Introduction Workshop with your teams.
Let's lunch & learn and discuss the future.



Find us on **LinkedIn**



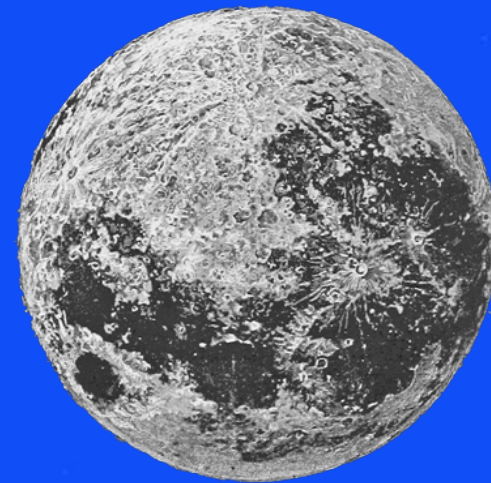
Christopher Young
North American
Business Lead



Chris Van Buskirk
Global Projects Lead



Florian Payri
co-CEO



**NO PAIN
MORE
GAIN**

Merci!

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