



Press release
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Carrefour launches Xperiences: its data intelligence platform all about food consumption

Xperiences, Carrefour's new data intelligence platform, links its customer knowledge to knowledge accumulated by other French stakeholders in order to enrich their experience.

As the first tangible outcome, Xperiences has formalised the launch of Foodlab, an exclusive programmatic data and media innovation in partnership with pure players Tradelab, Marmiton and 750g.

Xperiences is in line with the group's aim to become a leading omnichannel player, as stated by Alexandre Bompard in the Carrefour 2022 plan.

Foodlab (food-lab.fr), a fully-fledged technology and marketing innovation, is a set of programmatically activated tools (data and media package) designed to transcend the distinction between the digital and physical worlds for food brands, optimising targeting, distribution and the way in which the impact of digital campaigns is measured.

With the emergence of online advertising, advertisers find themselves having to take up new challenges: **targeting** the right audience, sending them **effective messages** and **measuring** their actual impact on omnichannel sales.

In a bid to tackle these new issues, Carrefour, France's leading food retail leader, has joined forces with 750g and Marmiton, leading recipe websites in France, together with Tradelab, the leading proprietary programmatic platform, to develop Foodlab's media activation solution. This original organisation is designed to create new purchasing experiences for food industry brands, while at the same time increasing their market share.

The platform's added value lies in the intelligent analysis of all of the data collected by Carrefour – that's more than 150 million monthly transactions conducted in its stores by more than 14 million card-carrying customers – together with data from the Marmiton and 750g websites, which attract a total of 15.9 million unique visitors every month*, the lion's share of recipe fans in France. Thanks to the coverage provided by the three brands, Foodlab can decide on the best targeting and scripting to use with digital campaigns in order to improve their effectiveness and so increase their store sales.

“With Foodlab, Carrefour is joining forces with France's leading recipe websites, providing data that food brands can use to better understand their customers. This initial Xperiences packages in line with our aim to create a leading omnichannel universe that will benefit consumers”, says Marie Cheval, Executive Director for Customers, Services and the Digital Transformation.



Tradelab
PROGRAMMATIC PLATFORM

750g

marmiton

* source: Médiamétrie/NetRatings, Internet Global, September 2017



About Carrefour

With a multi-format network of some 12,300 stores in more than 30 countries, the Carrefour Group is one of the world's leading food retailers. Carrefour welcomes 105 million customers throughout the world and recorded revenue of €88.24 billion in 2017. It has more than 380,000 employees who help to make Carrefour the world leader in the food transition for everyone, providing everybody with access to high-quality, affordable food every day, no matter where they are. For more information, visit www.carrefour.com, or find us on Twitter (@GroupeCarrefour) and LinkedIn (@Carrefour).

Carrefour France Press Office

Tel.: +33 (0)1 58 47 88 80 / Email: presse_france@carrefour.com

About Tradelab

Tradelab is the leading augmented programmatic purchase platform, providing scope for individually building purchase-decision algorithms (optimisation) and bespoke modelled data (targeting) for advertisers and agency.

As an expert in verticalised media trading and in enhancing efficiency and the quality of purchasing acts in real time, Tradelab is the largest independent pure player in Europe with 200 experts spread over 5 countries.
www.tradelab.com

Contacts

Press: presse@food-lab.fr

Operations: contact@food-lab.fr

Tel.: +33 (0)1 53 67 07 91