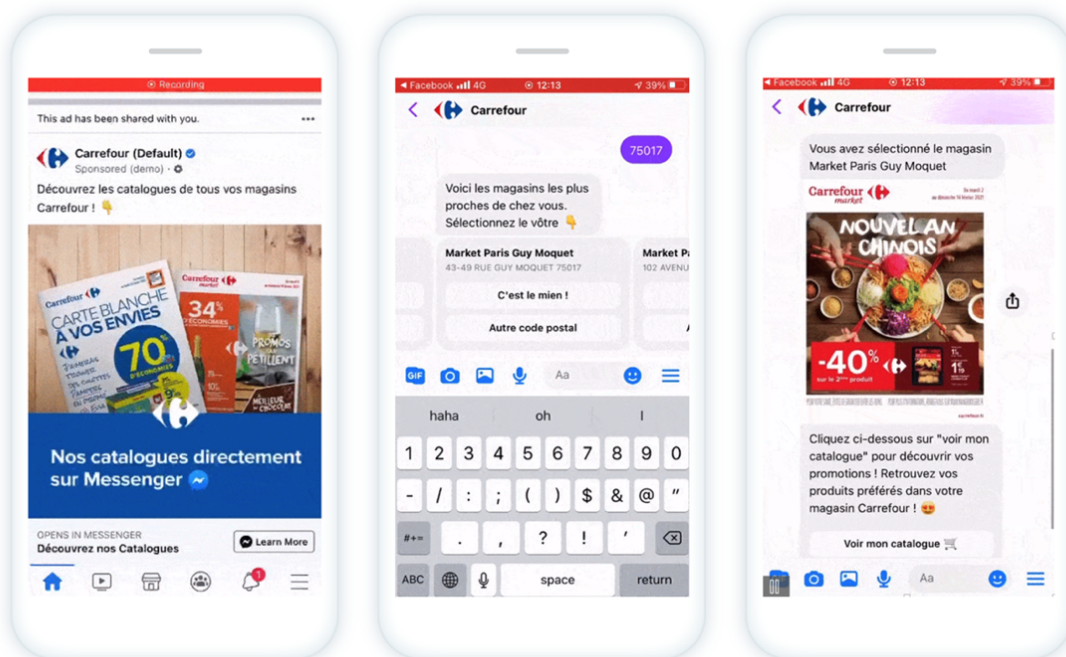


Alcméon x ARiSTiD

ALCMÉON X ARISTID COMBINE THEIR TECHNOLOGIES TO OFFER RETAILERS AN ALTERNATIVE TO THE DISTRIBUTION OF FLYERS/CATALOGUES IN MAILBOXES.

At a time when digital promotion is at the heart of the traffic challenges for brands, the connection between these two "Retail Tech" players offers an effective solution for distributing commercial offers on a large scale, on the Apps preferred by Shoppers.



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As of Fall 2022, the omnipotence of the delivered paper flyer/catalogue is being shaken up. It is more precisely the physical distribution of this advertising medium, the principal marketing “star” of supermarkets or any retailer, and whose results in terms of competitiveness are undeniable, is threatened by three trends:

- **The OUI PUB legislation, resulting from climate laws, launched as a test last month in 11 large cities. It imposes an “opt-in” in the form of a sticker affixed to the mailbox to authorize receipt of the catalogue intended to limit waste.**
- Global increases in paper prices, threatening the profitability of the medium.
- The low attraction of new generations of Shoppers for paper mail and letterboxes v/s their time spent on new digital platforms.

It is therefore urgent to find alternative solutions to distribute this still very effective medium, which alone still creates 9% of additional traffic in stores¹. The economic stakes are enormous for the sales activities of the retailers concerned.

WHAT IS BETTER THAN USING THE CONSUMERS' FAVORITE APPS TO REPLACE THE MAILBOX? THIS IS THE CHALLENGE THE TWO "RETAIL TECH" PLATFORMS ALCMEON AND ARISTID HAVE SET-UP.

Upstream, ARISTID collects all the promotional data, organizes it and formats it to make it attractive to consumers. These automated operations make it possible to generate a very large number of offers, to adapt them locally, and to render them in the right format for each medium.

On the other hand, Alcméon technology makes it possible to attract customers “en masse” (at scale) via click-to-messaging ads, links, or QR codes, and then regularly send them their promotional catalogues via their favorite messaging apps: WhatsApp, Facebook Messenger, Instagram Direct etc.

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WHAT OPPORTUNITIES WILL THIS CONNECTION ENABLE IN THE FUTURE?

First of all, the urgency is to switch paper promo readers to digital. Thanks to this connection, retailers can immediately distribute the digital version of their catalogs on a large scale on messaging apps.

Retailers can invite their customers to this new experience, for example with QR codes in store, or printed on their paper media, or through links on their website or their social networks.

This conversion to the "Messaging Catalogues" can be further accelerated by using the new click-to-messaging advertising formats offered by Facebook, Instagram and Google. New functionalities such as "messaging subscription" even make it possible to collect opt-ins so that consumers can then be notified as soon as their new catalogs are available.

IN SEPTEMBER 2022, THE AVERAGE CONSULTATION TIME FOR A RETAIL CATALOG SENT TO MESSENGER VIA ALCMÉON WAS 3 MINUTES 20! SOURCE ALCMEON

The power of this system, the first results of which are very promising, lies in its suitability for the needs of large-scale distribution, which must remain in contact with a large number of customers on a very recurrent basis.

In the future, the connection between these two platforms may experience many changes. Publications that are still automated can be increasingly creative, personalized, adapted to the visual formats of messaging networks, leverage video and sound, be pushed to sliders, driven to instant publications, etc.... **A new world for promotion!**

Th being first bonus...

When you know the share of activity related to food promotion (around 13% of the store's additional turnover is related to promotions)², the competition is fierce to become the retailer with the best "digital contactability" to distribute its offers. History is being replayed as in the days of the first paper catalogues, the first email sms campaigns...

We bet that a qualitative and unified relationship will be the key to success. The retailers and brands who address a consumer by messaging will be able to manage their entire relationship via a single conversation channel: from customer service, to after-sales service, with store info, exclusivities, and of course be regularly invited to discover promotions and exclusive offers!

1- Kantar study Worldpanel 2019.

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TESTIMONIALS:



"Everyone uses a messaging application on a daily basis. In France these are WhatsApp, Facebook Messenger, Instagram Direct, Apple Messages or Google's Android messaging... Today, thanks to our ALCMÉON X ARISTID connection, these applications are already or will be very soon usable by major retailers to distribute all their promotions every week and to all their customers... And from there, to test new formats and move towards ever more personalization."

Charles DOXUAN, CMO ALCMÉON



"There is an urgent need today for retailers and brands to rethink their commercial communication systems. Data must be at the heart of everything and technology at the service of retail creativity!"

Rodolphe BONNASSE, CEO ARISTID Retail Technology

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About ALCMEON

Alcméon is the French Tech nugget in business messaging. Its hybrid solution combining automation and human interaction allows its customers, major brands and retailers, to use messaging on a large scale for customer service or regular sending of commercial content via consumers' favorite platforms: WhatsApp, Facebook Messenger, Instagram Direct, Google Business Messages...

More information on www.alcmeon.com

ARiSTiD

About ARISTID Retail Technology

ARISTID is the French leader in the digital transformation of the retail industry. Thanks to its knowledge of the sector, its dedicated software solutions and new business processes, ARISTID industrializes the commercial communication of retailers and allows them to produce large-scale customizable and omnichannel offers.

The technological tools created by ARISTID are today adopted by 8 of the 10 largest French retailers. ARISTID is an independent company based in Clichy (France). It currently employs 350 people and has an annual turnover of €42M.

More information on www.aristid.com

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