



ARISTID helps CARREFOUR to offer each of its 14 million customers a personalized version of its weekly promotional flyers.

The distribution of the printed flyer in physical mailboxes is nearing the end. CARREFOUR is leveraging the power of its first party data and advanced offer management technology to provide their shoppers with a personalized digital flyer experience.

To provide each of its customers the promotional offers they need and want based on their behaviours and preferences, CARREFOUR and ARISTID have partnered to create the first "personalized e-flyer".

The image features two smartphones on a blue background, each displaying a personalized Carrefour e-flyer. The left phone shows a flyer for a customer named MALIKA, with a greeting "BONJOUR MALIKA" and a section titled "VOTRE SÉLECTION PROMOS". The right phone shows a similar flyer for a different customer. In the center, the Carrefour logo is displayed above the text "Présente le e-catalogue personnalisé réalisé par ARiSTiD Retail technology".

Carrefour

Présente le e-catalogue
personnalisé
réalisé par

ARiSTiD
Retail technology

Why the urgency for CARREFOUR to rethink its flyer strategy?

While flyer advertising is **still THE preferred medium of shoppers to discover, identify and browse "good deals"**¹, its ongoing distribution models still pose many challenges for retailers.

- The legal framework of environmental laws and the OUI PUB initiative in test since September 2022 in 11 large French cities, which strongly limits its print distribution.
- The soaring price of paper, which increases the cost of production.
- The societal perception of the printed media, considered much more harmful to the environment than its digital version.
- Changing behaviours of younger generations and all shoppers driven by the time spent on digital and social media platforms.

At the same time, the digital version of the flyer: **the famous e-flyer has already entered the mainstream**², and the addition of functional tools such as search, sorting, shopping carts, and favourite lists has already won over many CARREFOUR customers. However, this tool lacks a function: the **product recommendation**. This digital use-case, which **has become a must in marketplaces and e-commerce**, has become commonplace in the purchase journey³.

For years, CARREFOUR has connected with its customers and got to know their shopping habits and what offers they prefer on a one-to-one level. Until now, **the brand had not yet linked this customer knowledge to a commercial expression**, the promotional offer was conveyed by a very powerful but **uniform and generalist** mass media – that being the printed flyer.

It was therefore crucial for CARREFOUR to be able to offer all its customers a unique and personalized promotional experience, which takes the best of the flyer, in terms of presentation of the offer, and associates it with the ultra-precise customer knowledge of the brand that has the most stores in France⁴.

Delivering personalized offers to millions of customers was not an easy task.

To meet this challenge, CARREFOUR relied on its technology partner ARISTID Retail Technology, which is a French company and publisher of software solutions dedicated to mass retailers. ARISTID has already been supporting CARREFOUR for 5 years on the digital transformation of all its communication processes.

Thanks to the technological architecture implemented by ARISTID, it is possible for CARREFOUR, for the first time, to combine all the richness of its "Customer Big Data" with its "Offer Data Lake". This combination can now produce on a very large scale an infinity of totally personalized commercial offers for any channel delivery, in near-real-time.

This accomplishment is all the more impressive as it is also enriched by store data (pricing and inventory), which gives the leading French retailer the opportunity to offer each of its 14 million customers, the right product, presented with the right promotion, at the right time, via the channel of their choice, and at the price of their favourite local store...

This "data-centric" revolution completely repositions the way of producing and rendering promotional marketing creative communication, which until now was very static and entirely centered around the print flyer support and its physical distribution.



The personalized e-flyer, a first step towards individualized promotion.

Thanks to these developments, CARREFOUR and ARISTID envisage a multitude of new creative uses of this ultra-personalization. Customer scenarios can be much more precise, more qualitative, more relational, and new modes of expression are all possible and all distribution channels are exploitable.

This technological prowess makes promotional offers much more relevant and therefore reduces advertising “over saturation”.

The CARREFOUR personalized e-flyer, launched in September 2022 to some of the retailer's customers, and foreshadows the future of promotional advertising.

The first results of this experiment also show a strong public support: **6.53% interaction rate versus 2.78% in non-personalized (2X more engagement) and +17pts of NPS (Net Promoter Score) from the first wave of sending in September 2022.**



1- According to Bonial, 93% of French people want retailers to give them digital access to their flyers and advertising catalogues. Opinion Way 2022 study.

2- 42% of French people already consult an e-catalogue at least once a week. IPSOS for Facebook 2021.

3- 76% of French people are interested in personalized promotions. IPSOS for Facebook 2021.

4- Les mètres carrés de l'alimentaire France LSA Focus (The Square Meters of Food France. LSA Focus)

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"Thanks to the technological approach supported by ARISTiD we are now able to re-think our commercial and promotional creativity. This will allow us to get out of the era of the paper flyers without losing the link with our customers. We will create new promotional stories and experiences that I am sure will be appreciated and will generate more traffic in our stores."

Frédéric PRESLOT, Head of Operational Marketing CARREFOUR FRANCE



"We are very proud to support CARREFOUR in the constant evolution of its processes and customer service. The personalized e-flyer project is a great example of the fusion between the promotional offer data and creative assets that we help CARREFOUR to structure and produce and the customer data that constitutes the war chest of retailers!"

Rodolphe BONNASSE, CEO ARISTiD Retail Technology

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About ARISTID Retail Technology

ARISTID is the French leader in the digital transformation of mass retail. Thanks to its knowledge of the sector, its dedicated software solutions and new business processes, ARISTID industrializes the commercial communication of Retailers and enables them to produce customizable and omnichannel offers at scale.

The technological tools created by ARISTID are now adopted by 8 of the 10 largest French retailers. An independent company headquartered in Clichy (FRANCE), ARISTID has 350 employees and generates €42Million in annual turnover.

More information on www.aristid.com

Video

https://youtu.be/2nO_52QxdL0

Press Contact

Pauline GARNIER - CMO ARISTID
+33 (0)6 81 45 67 50 - p.garnier@aristid.com

Mark SMITH - Head of Business Development & Marketing, North America
m.smith-ext@aristid.com