

# ARiSTiD

Retail technology

PRESS RELEASE  
Mai 17<sup>th</sup> 2022



**ARMIS and ARISTID support CARREFOUR in its digital ambitions.**

*CARREFOUR is accelerating its change to paperless commercial communication<sup>1</sup>, by digitizing its catalogs, forging partnerships with the media giants such as Meta and Google, and by betting on ultra-local advertising with the start-up ARMIS<sup>2</sup>.*

*ARISTID solutions play a crucial role in this deployment to organize, enrich, and produce CARREFOUR's commercial data required to feed these media platforms.*



Designed by ARISTID, the Omnipublish platform has been implemented at CARREFOUR since 2017. This tool makes it possible to digitize and structure all the information related to the brand's commercial communication (product images, names, characteristics, prices, media links, associated promotional offer mechanics, communication themes, etc.).

This secure, harmonized and continuously enriched repository is essential for offering personalized and omnichannel communication media quickly and in a responsive manner.

Thanks to this solution and to ARISTID services, the information flows concerning the offer can be crossed with shopper data, to constitute an infinity of specific and targeted campaigns. Enabled with ARMIS<sup>2</sup> artificial intelligence solutions, Carrefour can deliver specific messages to each client via the most suitable media channel.

**The efficiency of these fully industrialized solutions gives retailers and their media channels many more possibilities and responsiveness in developing marketing strategies to reach consumers.**

**Commercial performance today depends on these value-accelerating connections that open up an infinite number of new customer acquisition and loyalty scenarios!**

# ARISTID

Retail technology



*“CARREFOUR has been co-constructing the organization of its commercial data for 5 years with ARISTID. 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 and types of customer interactions. »*

**Frédéric PRESLOT,**  
**MKG Operational Director CARREFOUR**



*“We are delighted to combine our technological know-how with that of ARISTID to support Carrefour in its visionary project to digitize paper catalogues. The integration of our combined systems makes it possible to 100% industrialize digital commercial communication for each store and thereby ensure consistency, reliability and relevance in the distribution of promotions to the end customer.”*

**David BARANES,**  
**Co-founder ARMIS**



*“We are proud to participate in the evolution of the media mix of the brand which has the most stores in France. The challenges posed by the reduction of the mass/bulk mail paper catalog are opportunities for technological advances. This is beneficial for the end customer who is offered more appropriate and useful personalized promotional sales advertising.”*

**Rodolphe BONNASSE,**  
**CEO ARISTID Retail Technology**

# ARISTID

Retail technology

## About ARISTID Retail Technology.

ARISTID is a French technology company dedicated to the retail sector. ARISTID tools allow mass retail players to digitize the production of their promotional operations, the sector's leading instore and e-commerce traffic driver.

With 30 years of expertise, ARISTID has developed "data centric" software solutions to industrialize the commercial communication of brands by reorganizing all the internal processes of retailers. This allows their retail clients to produce customizable and omnichannel offers on a larger scale.



*The **OMNIPUBLISH platform** created by ARISTID is now adopted by 8 of the 10 largest French retailers, and pilots over €40 Billion annually (and growing) in promotionally driven sales for their clients. An independent company, headquartered in CLICHY (92) (Paris), ARISTID today has 350 employees with annual revenues of €42 Million. [www.aristid.com](http://www.aristid.com)*

## About ARMIS

ARMIS develops a SaaS platform built on Artificial Intelligence that allows retailers to increase their omnichannel sales while reducing their marketing costs.

The platform automatically generates local digital campaigns for each store - called multi-local campaigns - from paper flyers and commercial operations.

Retailers can thus effectively compete with Internet giants like Amazon by leveraging their most powerful assets: their brands, their offers and their physical stores.

## Press Contact

Constance Blanc – Évidemment l'Agence

[constance@evidemmentagence.com](mailto:constance@evidemmentagence.com) +33(0)6 99 36 51 86