

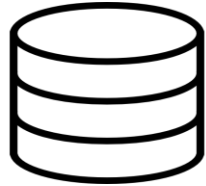
**Rich Data Solutions Platform**



# AGENDA

- I. Welcome and Introduction  
M.Tinelli
- I. Our vision and aims
- I. Demonstration of the platform
- I. Q&A

# Casino and RedPill launch relevanC, a new data start-up



Biggest customer  
database



+



> 15 million unique  
visitors per month  
to Cdiscount

**2nd in France**

> 8,000  
stores  
in France

**1st in France**

60% French  
households shop at a  
Casino Group store

**2nd in France**

= **relevanc**



# Team relevanC

**Cyril BOURGOIS**

Chairman

**Marco TINELLI**

CEO

**Tristan TOULEMONDE**

Chief Business Officer

**Axel CANUS**

Chief Strategy Officer

**Alice BALAGUE**

Chief Operations Officer

**François MARICAL**

Chief Data Officer

**+35 talented  
personnel**

*Data*

*Machine Learning*

*Engineers*

*Project Managers*

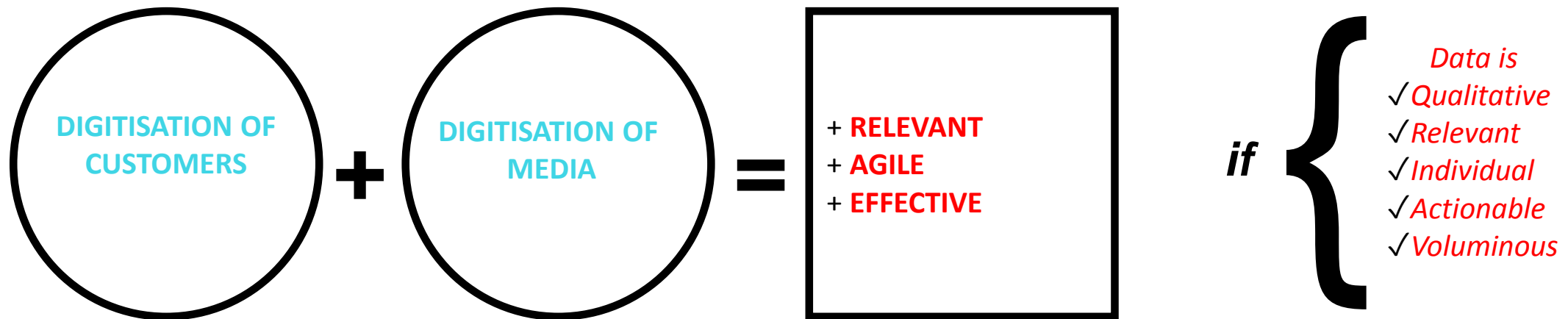
*Data Consultants*

*Research Consultants*



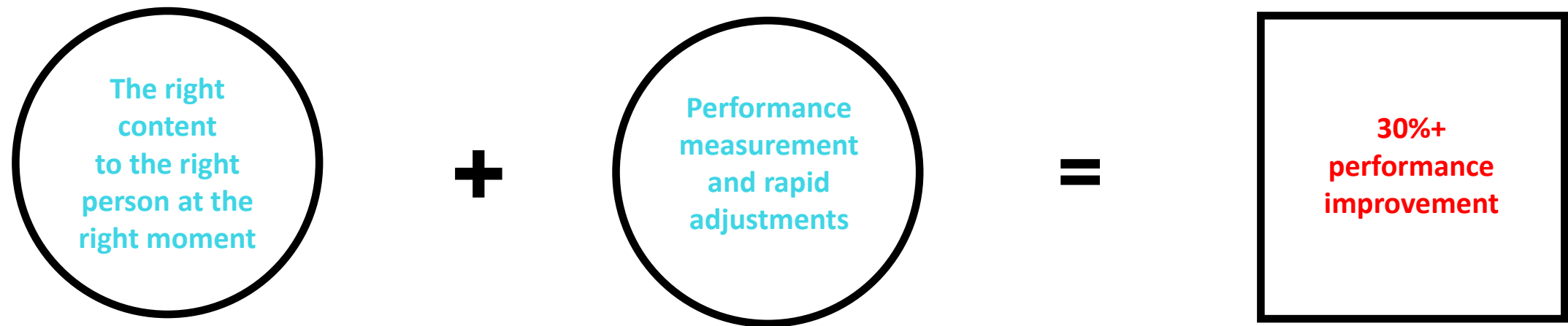
# The real digital **revolution** is about data

In the digital age, all the conditions are in place to create a new model for attracting, winning and keeping customers





# The relevance model



The new efficiency model is based on data and focuses mainly on two central tactics:  
**better** individual and contextual **targeting** and the ability to **measure performance** in real time

Once these data-driven tactics have been adopted, in most cases we have seen an **increase in ROI of at least 30% in constant budget terms**, irrespective of the target set

And we are only at the very start...



## But... **the market is still** developing

Google & Facebook  
account for almost  
70% of the  
digital market

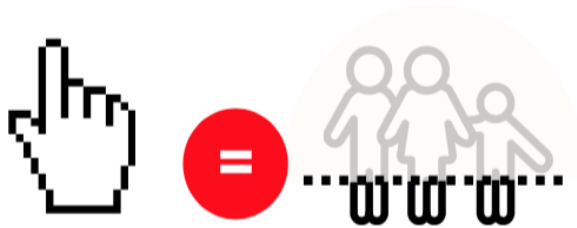
The average view  
rate for  
an online campaign  
in 2017  
is 30%

85% of advertisers  
are willing  
to pay more for  
quality data

78% of advertisers  
are looking for  
better  
measurement and  
visibility tools



## The future: people, not just cookies



Digital behaviour data can only give an incomplete picture of customers and represents as little as **5% of transaction volumes at best**



Each day, relevanC adds to its unique asset consisting of anonymized data on French consumers, based not only on digital and media behaviour, but additionally on **purchasing behaviour and real-life leisure activity**

The logo for 'relevanc' is displayed in red lowercase letters within a white oval. The background of the entire slide is orange with a pattern of white, wavy, topographic-style lines.

relevanc

# Data usage survey

The logo for 'LIMELIGHT' is shown in a white rectangular box. 'LIMELIGHT' is in large, bold, black uppercase letters, and 'Groupe BVA' is in smaller, red uppercase letters below it.

LIMELIGHT  
Groupe BVA

October 2017

BVA-LIMELIGHT

# Methodology 100 interviews with advertisers

## 70 different companies represented

WELEDA LOREAL  
MAIF ASSURANCES THELLO  
PMU LAGARDERE ACTIVE COFINOGA  
CAMAIEU SANEF - BIP & GO YANNICK ALLÉNO  
LACOSTE PREVENTION ROUTIERE ZOETIS FRANCE  
EUROTUNNEL CCI NICE COTE D AZUR LES 3 BRASSEURS  
PHARMACTIV GROUPE FRANCE AGRICOLE WURTH FRANCE  
AMAURY MEDIA DADDY SUCRE - CRISTALCO UFC QUE CHOISIR  
ETAT PUR SAVOIE MONT BLANC TOURISME AANA - CREPAL  
HENNER CRT DES HAUTS DE FRANCE - PICARDIE BABOLAT VS  
ENGIE CANAL+ DISTRIBUTION - CANAL SATELLITEL'OREAL  
CAISSE REGIONALE CREDIT AGRICOLE ATLANTIQUE  
MINISTERES DE L'ECONOMIE, DE L'ACTION ET DES COMPTES PUBLICS  
UGC FFBB FEDERATION FRANCAISE DE BASKETBALL DEMOS  
FERRERO DISTILLERIES ET DOMAINES DE PROVENCE NEXITY  
NESTLE FRANCE BNP PARIBAS - BANQUE DE DETAIL MCDONALD S  
BEL FROMAGERIES SEITA - IMPERIAL TOBACCO GROUPE-CASINO  
INFOPRO DIGITAL GROUPE ALTAIR / STARWAX BNP PARIBAS  
LINKFLUENCE LYXOR ASSET MANAGEMENT ORANGE FRANCE  
ORAGINE BAYER HEALTHCARE SAS PROMOSALONS  
GROUPE CASINO PSA PEUGEOT CITROEN CULTURA  
OUEST FRANCE MUSEE DES AUGUSTINS MAAF  
REGILAIT MONDADORI FRANCE  
CHARAL MUTUELLE APREVA  
LEGRAND

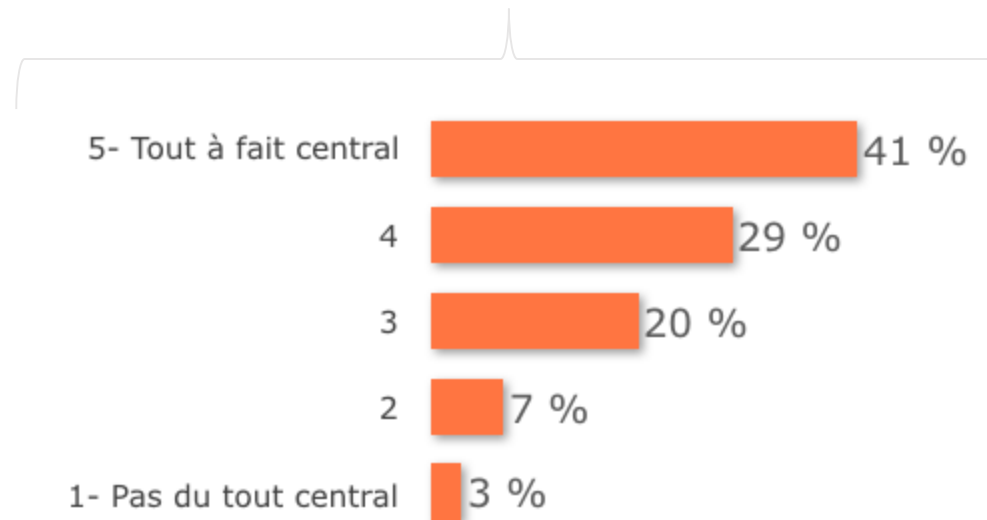
## Job title of respondents



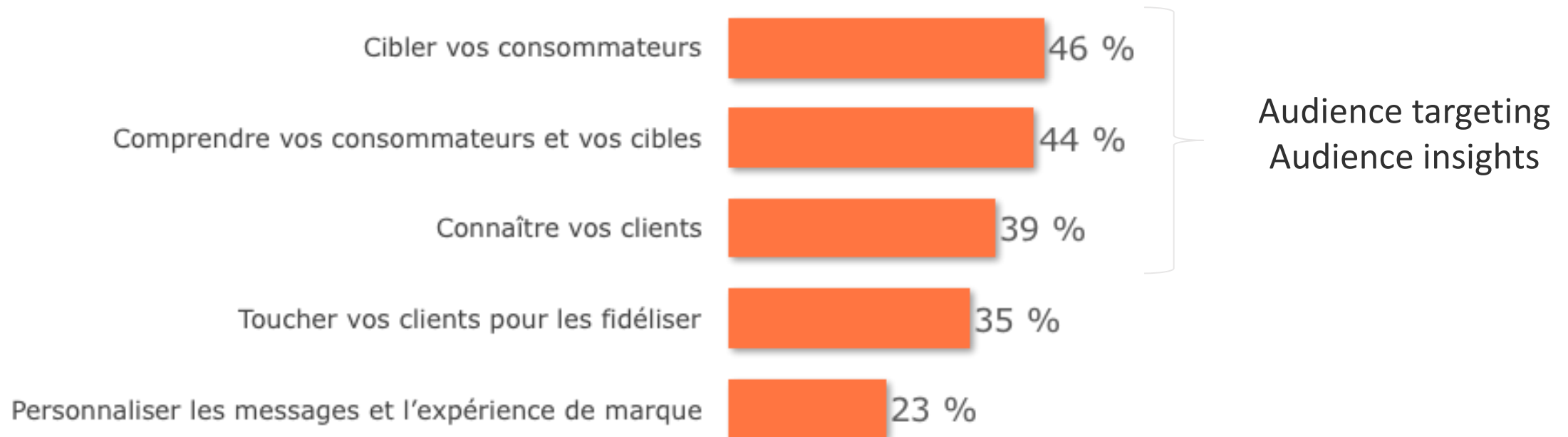


**Data** used for **marketing** and **communications** purposes is a key issue for 7 out of 10 advertisers!

70%



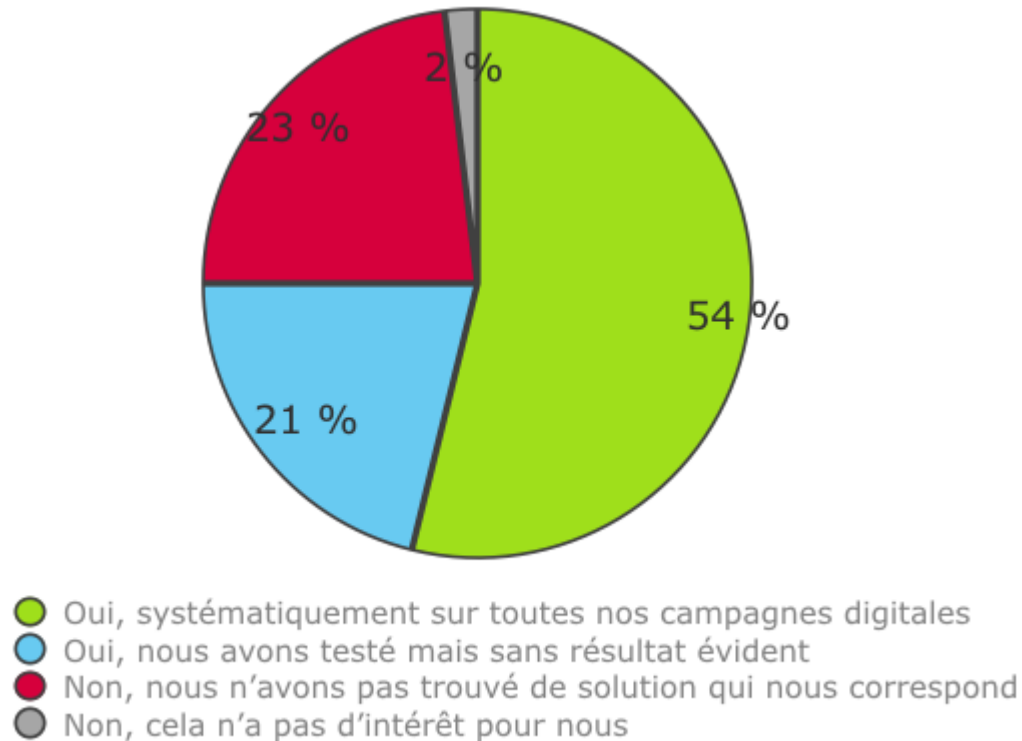
# The **expectations** for data: **understanding, getting to know** customers better and **targeting** a brand's customers more effectively



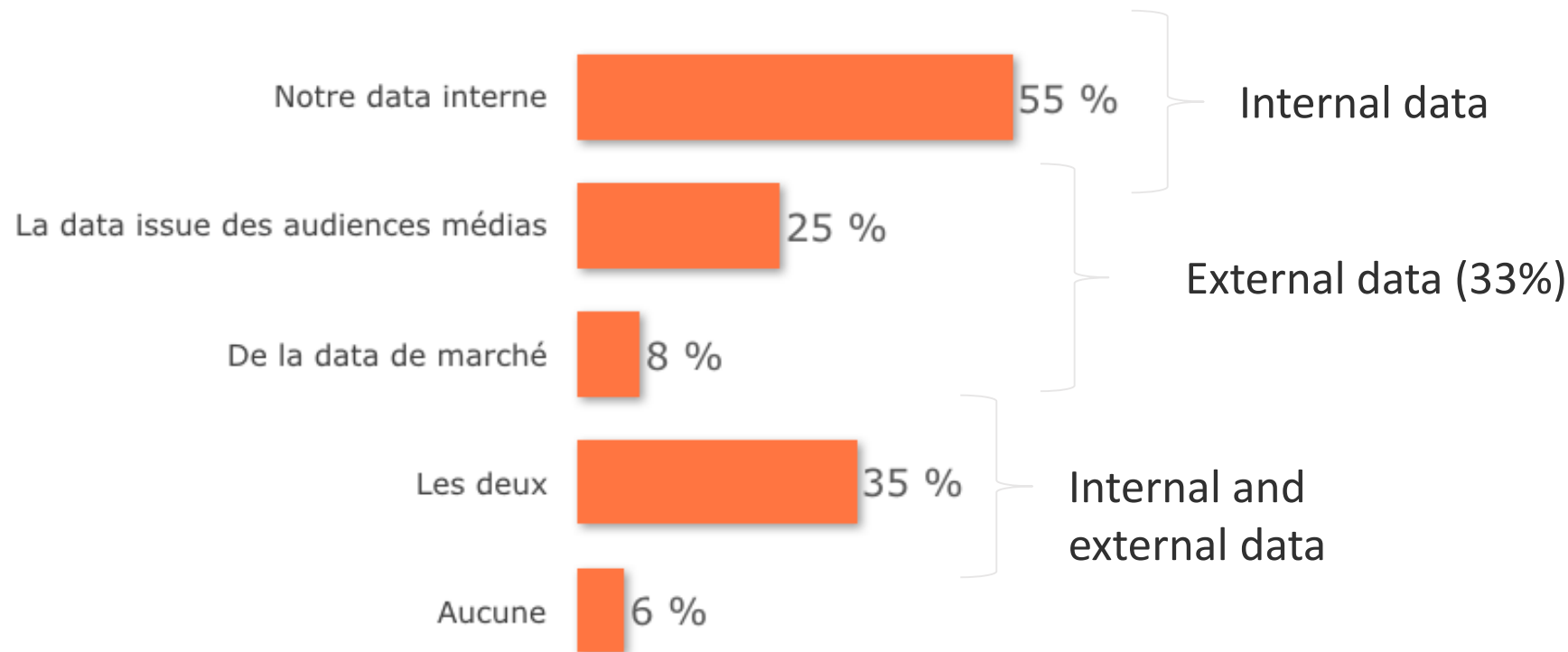


# 75% of advertisers interviewed have already **tried** using data

- 54% always use data in every digital campaign
- **and 21% have tried it, but haven't had the expected results**
- 23% have not tried it, as they **haven't found the right system**

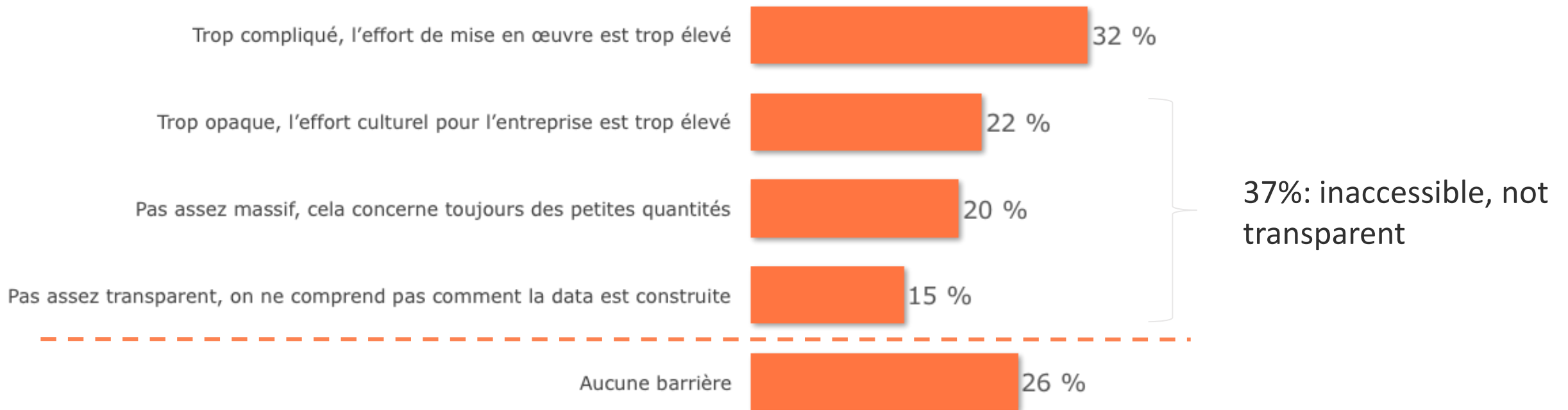


**1/2 of advertisers use internal data**  
**1/3 use external data**  
**1/3 use both internal and external data**



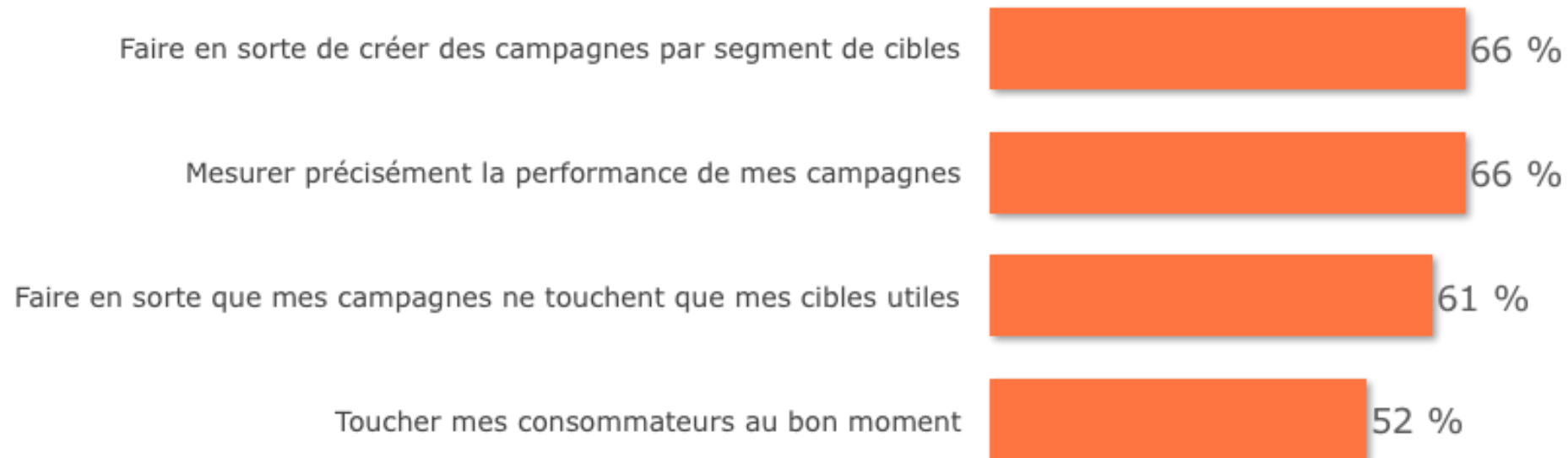
# The perception of **complexity** is the main stumbling block to using data

But **inaccessibility**, **segment size** and a **lack of transparency** must be addressed. Some education seems to be required!





# In an ideal world, before all else, data must provide **effective targeting** and **accurate performance management**





# relevanC aims and ambitions



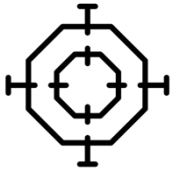
## **Unrivalled high-quality data on 100% of French consumers**

Almost 1,100 segments per consumer updated daily



## **Aiding the performance of every brand**

Via an open platform, transparent processes and identifiable value added



## **For all their intelligence and relevance requirements**

Consumer insights, advertising campaigns, shopper marketing, performance measurement

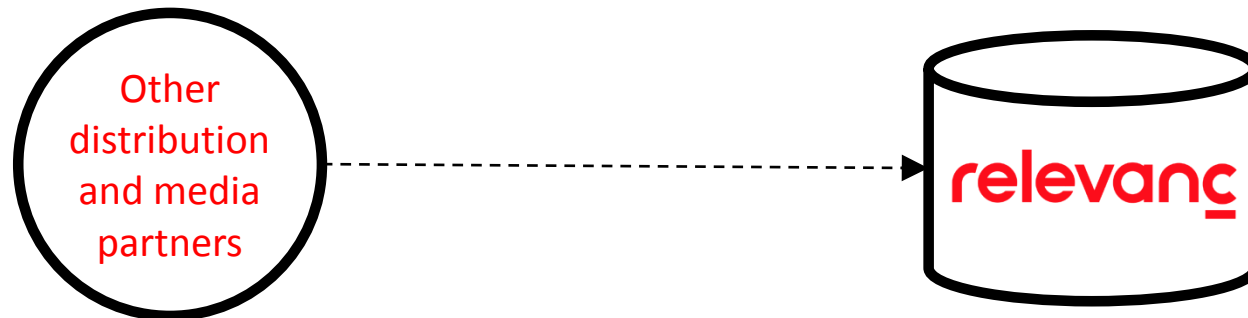


## A **unique** data trove



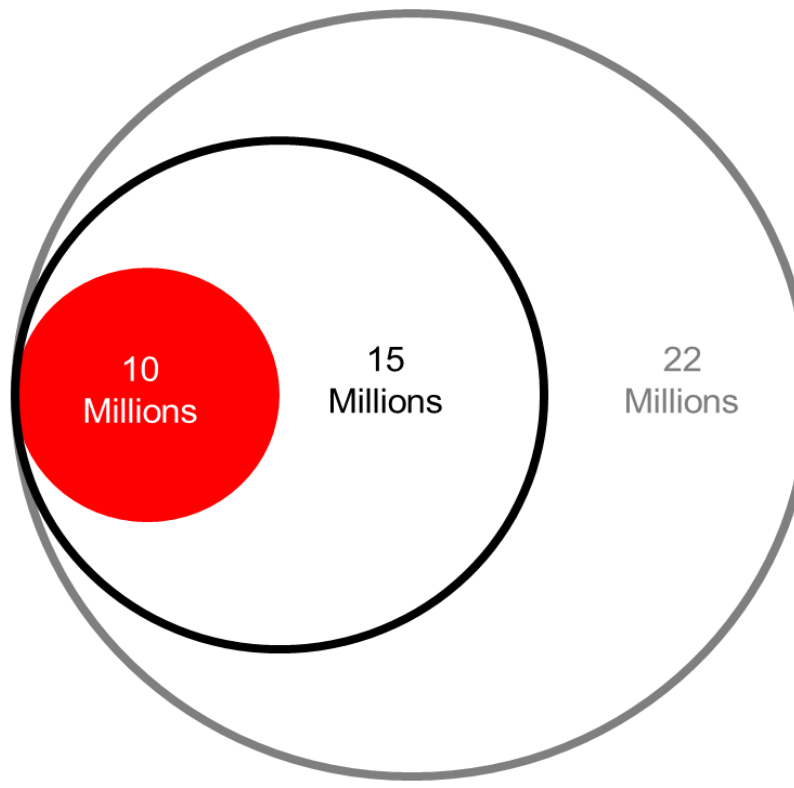
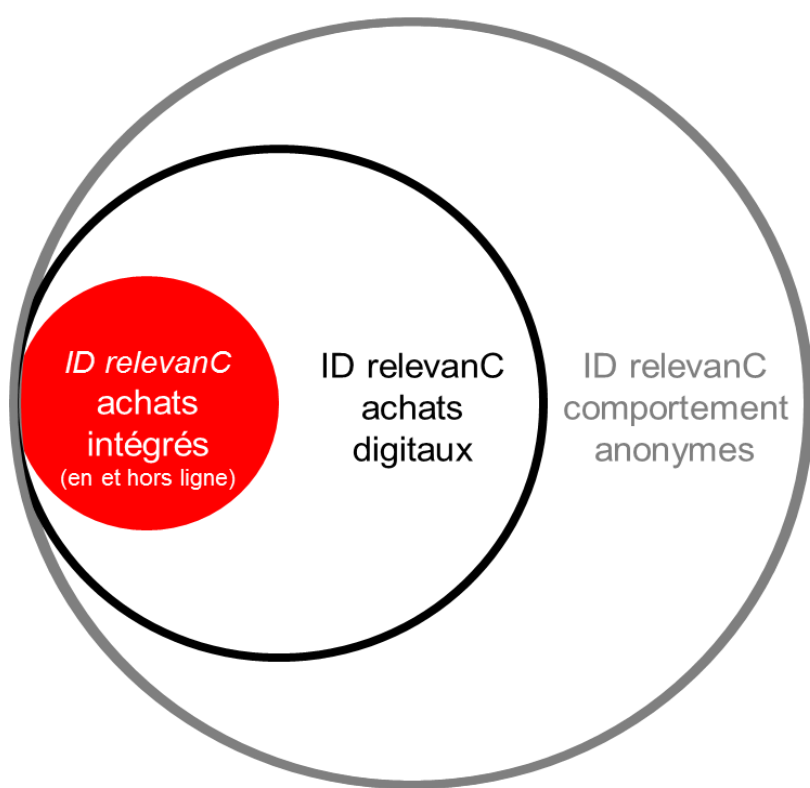
**60+ million** point-of-sale transactions per month

**70+ million** digital interactions per month





## Specifically, 100% of French consumers



~50 million  
relevancC ID

The **creation of value** essentially comes from the huge volume and quality of data related to the collection and analysis of **everyday in-store purchasing behaviour**.



# A **unique** view of the consumer

Almost **1,100 segments** per day are updated on the basis of information collected both online and in-store and cross-referenced in the relevanc central data lake. Segments are created specifically for relevanc **key partners**

8

## TRADITIONAL

Age, gender, location, relationship status, job, socio-economic group, children, etc.

11

## LIFESTYLES

Home, pets, cars, motorbikes, teenagers, babies, etc.

10

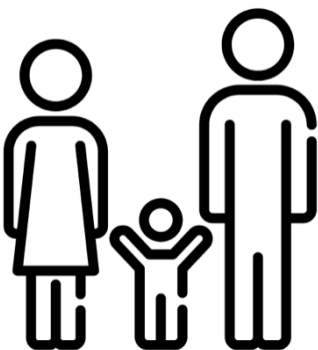
## KEY LIFE EVENTS

Getting married, moving home, new baby, regular purchaser, etc.

62

## DESIRE TO BUY CATEGORIES

Gardening, beauty, fashion, services, luxury, sport, gaming, videos, music, etc.



27

## PURCHASING BEHAVIOUR

Promo fan, brand, price, exclusivity, early adopter, e-commerce, etc.

50

## MEDIA AND CONTENT

TV, radio, press, digital, social media, news, gaming, etc.

460

## CONSUMPTION

Categories and sub-categories of consumer goods

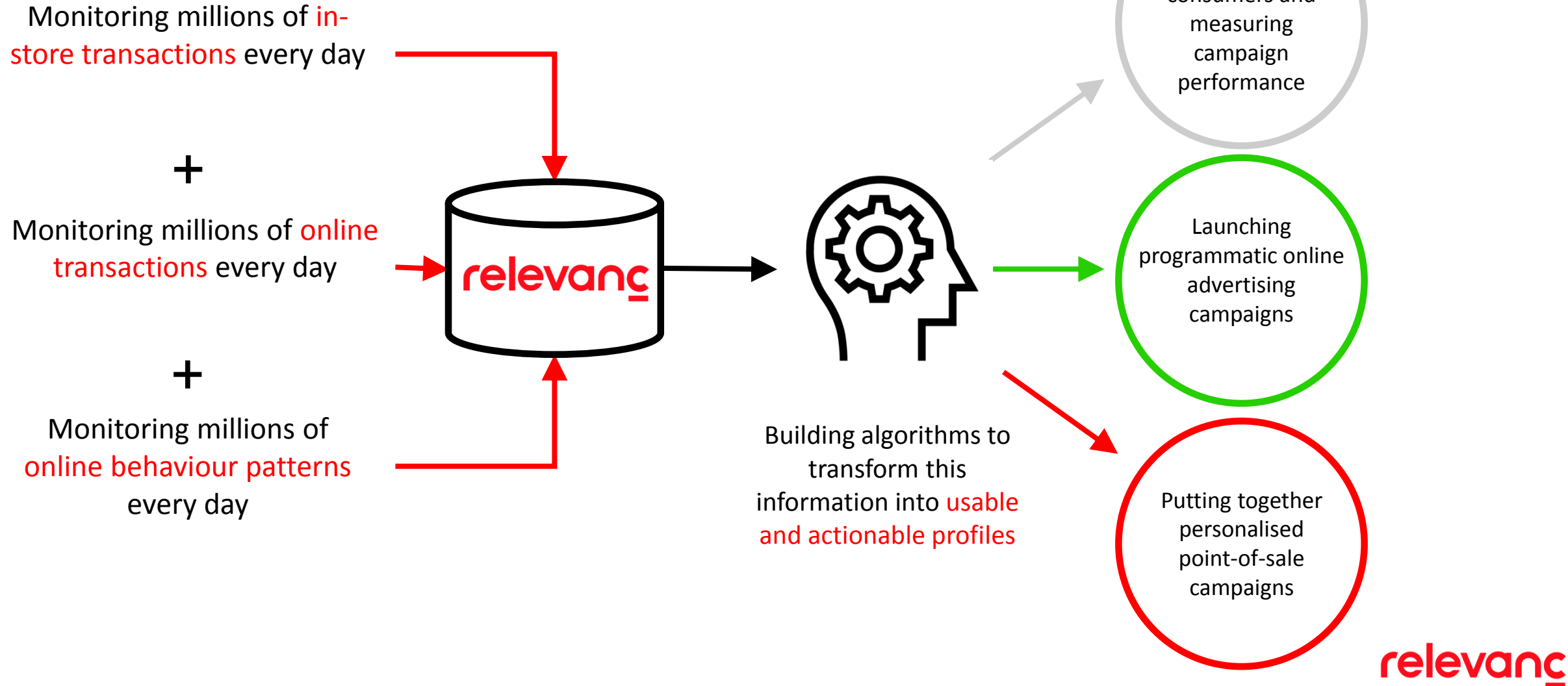
489

## PURCHASE INTENT

Non-food categories and sub-categories



# The relevanC model



Mardi 9 septembre

33 028 163

PROFILS

1 088

SEGMENTS

## Découvrir

Découvrez le profil des consommateurs qui vous intéressent. Sur plus de 1200 critères, sélectionnez librement et simplement vos critères de départ puis affinez votre segment en temps réel. Chaque sélection met à jour et quantifie l'ensemble des profils.

 Nouvelle analyse

 Analyses passées | 5

## Construire

Partez d'un mini brief de campagne avec vos objectifs et contraintes, et nos algorithmes vous permettent de construire une audience idéale sur nos 1200 segments. Vous pouvez ensuite l'affiner en temps réel et la sauvegarder.

 Nouvelle audience

 Audiences déjà créées | 2

## Activer

Indiquez nous vos contraintes budgétaires et la durée de la campagne sur le segment que vous avez construit. Nous vous simulerons immédiatement ses performances médias. Vous affinez tant que vous voulez, ou bien vous laissez nos algorithmes faire. Quand vous êtes prêts vous lancez.

 Nouvelle campagne

 Campagnes en cours

 Campagnes passées

## Mesurer

Mesurez chaque jour les performances media et de vente de vos campagnes actives. Identifiez le profil des consommateurs qui changent de comportement, ainsi que les formats publicitaires ayant engendré ce changement.

 Actions en cours

 Recommandations

 Actions passées



# Optimum **protection** for personal data

relevanc also provides:

- **compliance with existing** and forthcoming data protection laws (GDPR)
- the highest-level of **security**
- monetisation of data usage, and not its sale or transfer



## Best-in-class stack technique

Data  
lake



DMP



DSP / SSP



AppNexus

Oath:  
A Verizon company



facebook.



IAS Integral  
Ad Science

relevanc



# What relevanC **is**, and what **it's not**



relevanC **is not**:

- a media vendor
- an agency
- a research Institute
- a media channel
- an email router



relevanC **is** a **Rich Data Solutions Platform** offering:

- solutions for understanding consumers
- targeting on digital media
- performance measurement for in-store media campaigns

relevanC works in **partnership with media vendors, agencies, research institutes and media companies**



## CONCLUSION

“

relevanc promises **data that is vast in volume, high-quality and actionable**

on all **digital media**

for every **requirement**  
of French **advertisers**

offering a **relevance** that is  
**extensive, unrivalled**  
**legal and transparent**

”

**relevanc**



To replay the webcast : <https://edge.media-server.com/m6/p/a2nwwx8p>

