

To support Casino Group's development, relevanc adopts a new organisational structure, targeted to brands and retailers.

Press release
February, 2020

To support Casino Group's development, relevanc adopts a new organizational structure, targeted to developing acquisition and retention strategies for brands and retailers.

Today, relying on its expertise in serving brands and retailers, relevanc is operating a major organizational shift. The aim is to accelerate Casino Group's development and innovation strategies, with a strong ambition around data-led innovation.

To serve this purpose, two of Casino Group's entities, 3W.relevanc and Maxit, are coming together to form relevanc: a key player in digital marketing & performance.

This new entity is directly managed by Cyril BOURGOIS, Casino Group's Director of Strategy, Digital Transformation & Innovation.

With data in its DNA, relevanc is dedicated to supplying brands and retailers with acquisition and retention strategies, based on targeting and impact-measurement.

relevanc is now made up of over 120 experts in marketing, working across the value chain (data, marketing operations, sales, IT development, UX design...) and organized into two complementary divisions:

- **relevanc advertising**, reporting to Christophe BLOT, develops media and multi-device marketing solutions enhanced by transactional data, insights & measurement, and dedicated to tackling multi-channel marketing challenges for target shoppers.
- **relevanc retail tech**, reporting to Clément CONTAMINE, develops technological solutions (SaaS Platforms and mobile applications) enabling retailers to optimize their marketing campaigns by collecting more data and using this data to personalize the shopper-relationship.

These two commercial hubs lean on two transversal divisions:

- The **data, insights & strategic partnerships** division, led by Blandine MULTRIER, is dedicated to operating relevanc's data asset (made out of over 33 million consumer profiles) and broadening the marketing of our solutions both in France and abroad, namely via partnerships.
- The **publishing** division, led by Alban SCHLEUNIGER, manages relationships with publishers who entrust relevanc with the monetization of their assets and their drive-to-store strategy.

relevanc is aiming for two-digit growth in 2020, after reaching €67M in revenue in 2019 (+50% vs 2018).

About relevanc

As part of Casino Group, relevanc is a key player in digital marketing & performance services for brands and retailers.

Find out more: www.relevanc.com , LinkedIn: <https://www.linkedin.com/company/11284906/admin/>

PRESS CONTACT : Image 7 - fpasquier@image7.fr 01 53 70 74 91 flarger@image7.fr 01 53 70 74 90

relevanc Advertising : chloe.goumondie@3wregie.com; relevanc retail tech : Audrey Borowski aborowski@max-it.fr