



## **RelevanC teams up with Google Cloud to develop its marketing tech solutions**

Paris ; 8 July 2021 – Google Cloud and RelevanC (a leading ISV developing a data-driven marketing suite for retailers, subsidiary of Casino Group), announced a strategic partnership to enable retailers around the world to use the RelevanC marketing platform on Google Cloud.

RelevanC is now listed on Google Cloud B2B marketplace and has been granted a Premier Status by Google Cloud.

This status of premier partner designates a proven record of delivering exceptional customer service and in-depth technical expertise around core competencies.

This partnership will allow RelevanC to fasten the international go to market of its marketing suite for retailers, thanks to the know-how and international reach of Google Cloud.

« This partnership is a new major step for RelevanC as a leading ISV in marketing technologies. It will allow us to further accelerate our international development, relying on a strategic partner know-how and go to market capabilities ». Cyril Bourgois, CEO of RelevanC

### **About RelevanC**

RelevanC is a leading ISV developing a data-driven marketing suite for retailers. Founded in 2017, RelevanC counts more than 100 people focusing on the development of its martech platform and IA solutions.

### **About Casino Group**

Casino Group is a well-established and key player in the French retail industry as well as a leader in the global food retail market, with more than 11,000 stores worldwide - in France and Latin America. The Group has built up a portfolio of strong, dynamic and complementary banners, thanks to its workforce of over 200,000 people driven by a passion for retail and customer service, generating consolidated net sales of €31.9bn in 2020. In all of its host countries, the Casino Group focuses its development on the formats with the highest potential and ability to adapt in order to meet customer needs, both today and in the future. For more information, [www.groupe-casino.fr](http://www.groupe-casino.fr)