

Carrefour groceries increases X9 the audiences conversion rate thanks to offline stores sales data integration and an ad-hoc clustering ML model that segments users based on their interests

Carrefour Group is a French multinational specialized in retail that now has stores in more than 30 countries reaching 104 million households across the world each year.

Carrefour Spain, the Spanish subsidiary of Carrefour Group, has more than 1.000 stores in Spain and great eCommerce platform selling a wide variety of products including online groceries. Carrefour has an inspiration to continue growing in the online environment by accelerating its digitization through first party data integration.



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The challenge

Redesigning the organisation around the behaviour of omnichannel consumers is essential in the retail industry, where the customer journey jumps from online to offline, and providing a unique customer experience is essential to drive sustainable growth. Understanding the impact of online ads in driving offline sales across the funnel and optimising the marketing investment and communication based on omnichannel signals are key to drive unique customer experiences and keep on acquiring new loyal customers.

The approach

Carrefour, in collaboration with Merkle and Google, focused the project on 2 different workstreams:

- (1) Understand the omnichannel customer journey and the total basket value of its groceries' clients thanks to the integration of the store sales first party data.
- (2) Provide a seamless and personalized shopping experience to boost omnichannel sales and revenue within a defined cost-revenue ratio developing an ad-hoc machine Learning Clustering model that segments customers based on interests.

The results

- **X9 in incremental conversion rate** in DV360 campaigns
- **+20% reach in DMP audiences** including the offline clients data
- Omnichannel users have a **121% higher online ROAS** than single channel users

Product features

- › GA360 user behaviour data and user level transaction data, integrated in BigQuery thanks to BigQuery export feature.
- › Ad-hoc BigQueryML Machine Learning model that clusters customers based on their interests
- › DV360 Real Time bidding and Audience features

"Thanks to integrating first party data we are now able to evaluate omnichannel performance and drive a seamless customer experience. I am really proud to see the results from the effort my team, Merkle and Google have put together in the project"

- Celia de Frutos Álvarez, Head of Digital Analytics, Carrefour

Google

MERKLE

X9

Conversion
Rate

+121%

Online ROAS for
Omnichannel
audiences