

Thanks to offline and mobile app data integration into Google Cloud Platform, Carrefour has been able to achieve a customer centric strategy

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.



About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform

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The challenge

Commitment on the migration to a corporate Cloud platform, integrating on-premise data sources with offline information and therefore obtaining a 360 vision of Carrefour users.

The approach

To achieve our goal, Carrefour team worked on three points:

- (1) Data integration from different sources, including offline and mobile app data
- (2) Salesforce Marketing Cloud and DMP integration
- (3) Data activation through a 360 marketing strategy

The results

- Increase our internal projects value thanks to the offline data integration (**LTV, Audiences**)
- **Enriched Audiences** pushed to Salesforce Marketing Cloud and DMP integration
- **Advanced Reporting** from Google Ad Manager and Google My Business platforms
- **Improvement** on the time consumption and processes performance, as well as their **automation**
- **Data governance model:** gaining more flexibility and agility

Product features

- **BigQuery** as the main service that orchestrates all the data sources integration
- **Data Transfer** used to ingest data from **Analytics360, Firebase** and **Campaign Manager** into BigQuery
- **Kubernetes** and **Compute Engine** to automate processes and connect with other platforms
- **NLP** integration in order to perform a sentiment analysis from GMB
- Massive data storage in **Cloud Storage** for quick availability of the data at a lower cost

"Thanks to Google technology we are able to address our marketing strategies towards a user-centered 360 vision"

- Sergio Ruiz, Senior Data Analyst, Carrefour Spain



X3

New journeys running

+87%

Contactables Clients in all media platforms