



Save Money While Increasing In-Store Traffic

Brick-and-mortar retailers' mission



Develop a **Human-Centric**
experience

How to bring
customers
in stores



\$20B

in circulars every year

•• 41% go straight to the trash





Digital

influence has never been that high



Mix

is key

 Balancing physical and digital efforts





We have developed an **AI-powered SaaS platform** that optimizes the **marketing mix** by transforming **print circulars into online ads**, selected **surgically** per **store** & manageable at **scale**.

Benefits



Increase sales

- Return On Ad Spend: X10



Reduce marketing cost

- Cost Saving up to 30%



Collect local insights

- Know better your store customers & their product preferences



existing circulars



stores list



Billions of communication opportunities generated



Carrefour Empoli
Sponsored

Via del Giglio, 2, 50053 Empoli FI, Italia



2 confezioni di M&M's acquistate 1 gratuito, buon appetito!
Offerta valida dal 10/07 al 10/08

CARREFOUR.ACOTEDECHEZMOI.COM [Learn More](#)

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Like Comment Share



CARREFOUR EMPOLI - 2 confezioni di M&M's acquistate 1 offerta | Valido dal 10/07 al 10/08

www.carrefour.acotedechezmoi.com/empoli

2 confezioni di M&M's acquistate 1 offerta, approfittatene! Scoprite in negozio le offerte del momento, disponibile nel negozio Carrefour Empoli. Offerta valida vicino a voi dal 10/07 al 10/08.

Via del Giglio, 2, 50053 Empoli FI, Italia - Aperto oggi dalle 08:00 alle 20:30.



Carrefour

Carrefour Empoli
Via del Giglio, 2, 50053 Empoli FI, Italia

OFFERTE SPECIALI

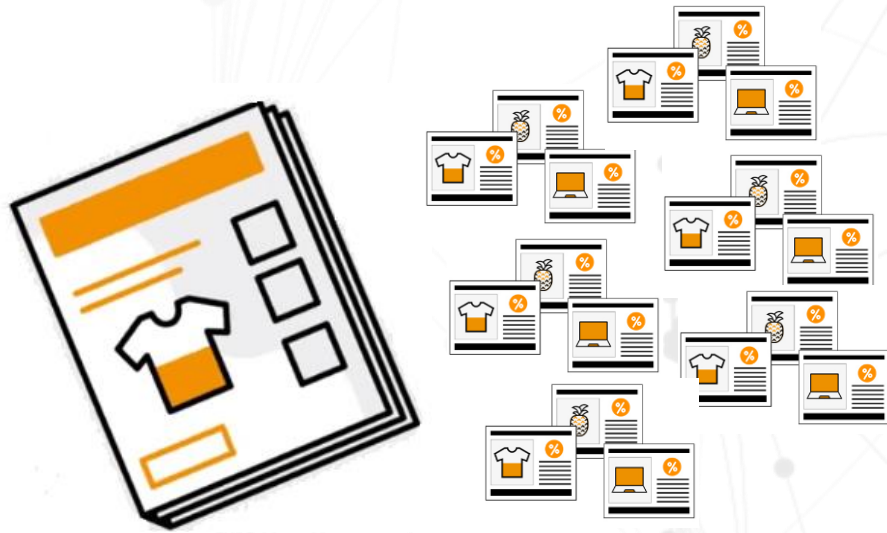
M&MS
2+1 gratuito



Offerta valida dal 10/07 al 10/08
Vedi le condizioni sul sito

Why do we need AI?

To manage a dual challenge :



Lots of products

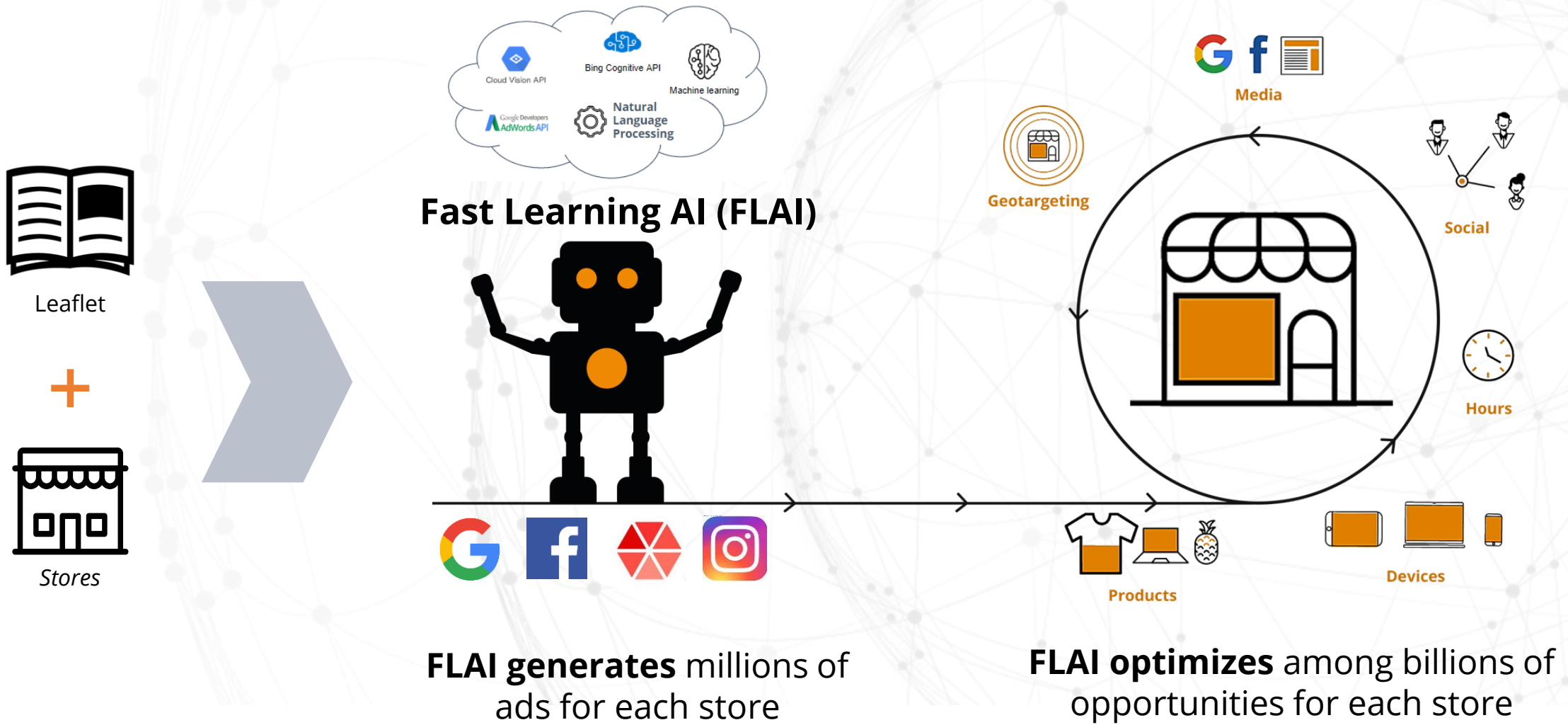
→ How to transform all this content into ads ?



The “multilocal” challenge

→ How to manage as many campaigns as there are stores?

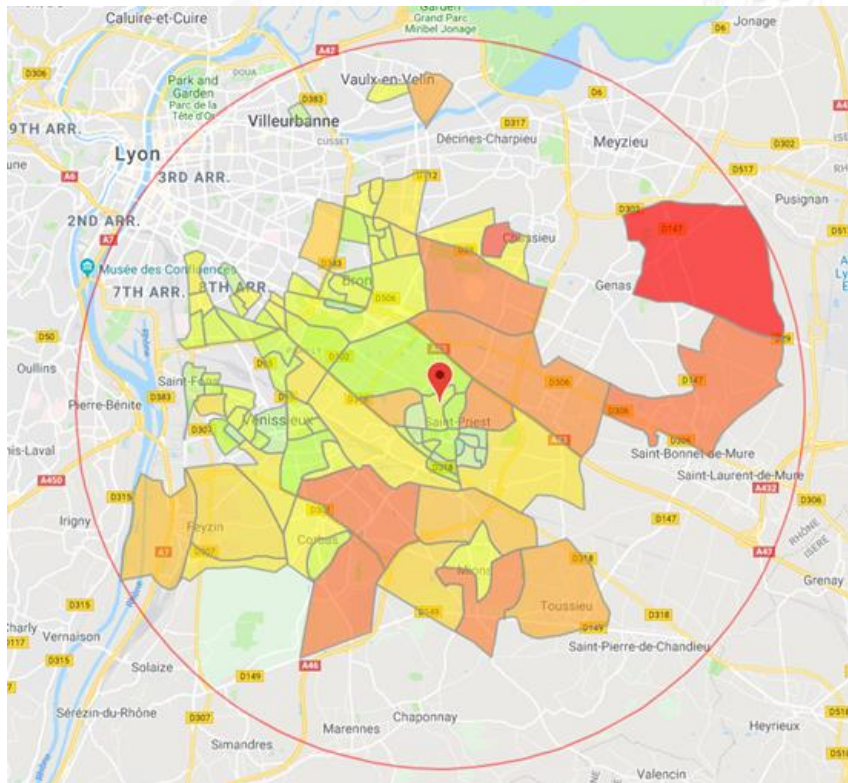
FLAI (Fast Learning AI) customizes ads for each store



FLAI generates millions of ads for each store

FLAI optimizes among billions of opportunities for each store

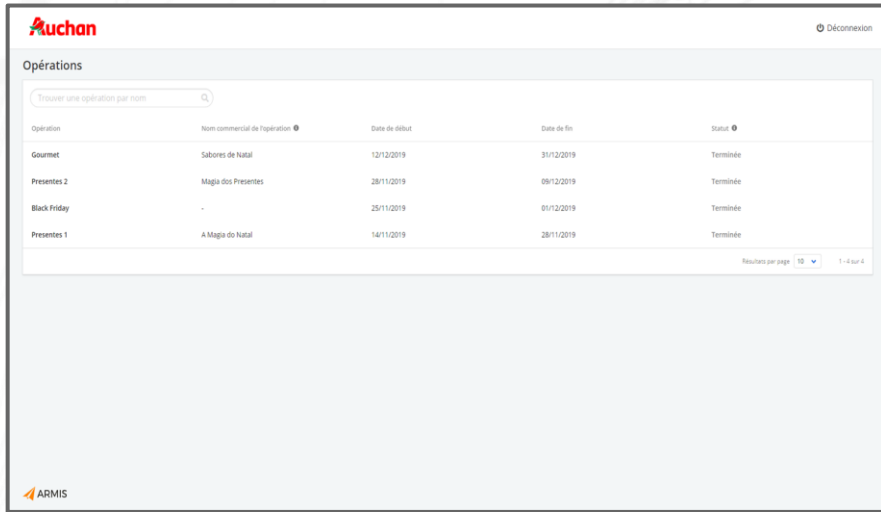
Reach the optimal print/online balance for each store



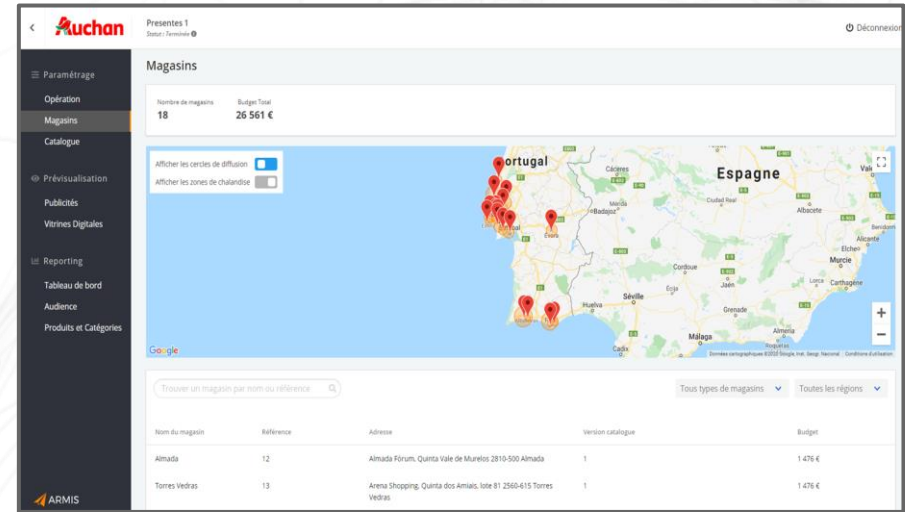
recommendation engine
based on:

- digital score
- catalog efficiency

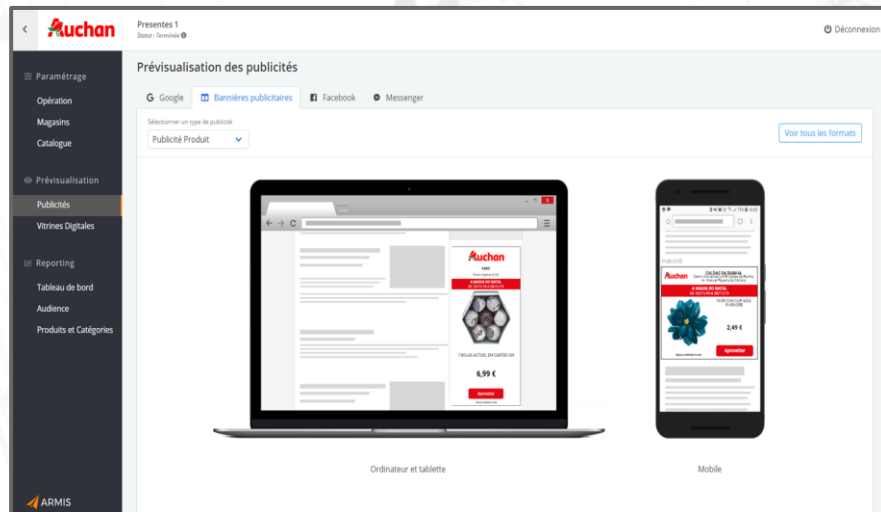
AI powered Saas Platform



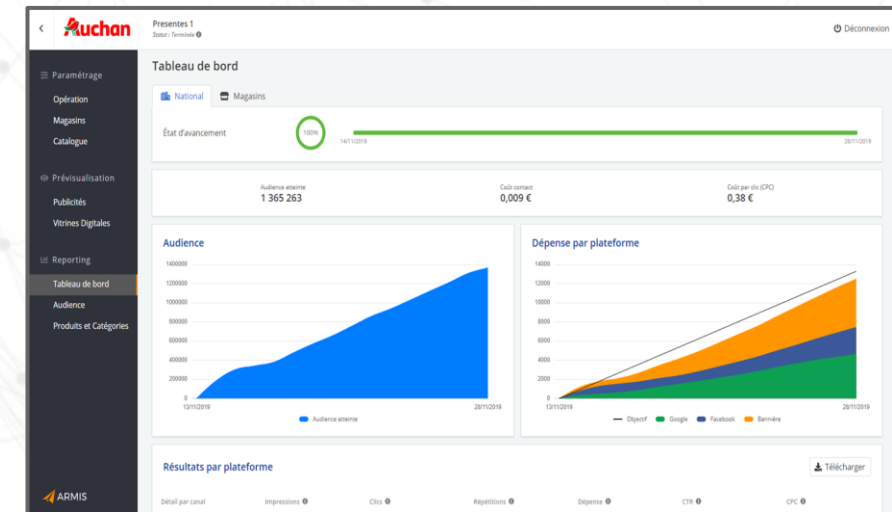
Creation of a multilocal campaign in a few clicks



Zone, reach and budget selection



Ad preview



Real-time performance monitoring



Clients : leading French retailers

\$8 M raised

Intermarché

MONOPRIX

KIABI

BRICORAMA

LE ROYER MERLIN

BRICO
MARCHE

Norauto

JouéClub!

Auchan



iris capital



elaia



Michael Rubenstein
President



Brian O'Kelley
Co-founder/CEO



Frédéric Halley
Private Investor



60 employees

70% engineers

Strong partnership

Google
Partner

facebook
Marketing Partner

4 years old

Expansion in Europe

Leadership team: experience in retail & high growth startups



Dan Gimplewicz
Co-founder & CEO

Ex-Director Strategy & Innovation



David Baranes
Co-founder & CEO

Ex-VP Market Development



Sebastien Berrier
CTO

Ex-CTO



Nathalie Azoulay
VP Sales

Ex-VP Key Accounts Retail



Alexandre Mare
Head of Ops & Services

Ex-Director EMEA Services



Gaëlle Maurugeon
Product Director

Ex-CPO



Anthony Truchet
Head of Data

Ex-Head of Machine Learning



Nicolas Besnard
Sales Director

Ex-Marketing Manager



Florian Boulay
Technical Lead

Ex-Architect





ARMIS

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