[P E R S A D O]

Retail Grocer Carrefour Achieves 2.5X Digital Campaign Uplift With Persado

Carrefour

The international retailer Carrefour had begun a multi-year digital transformation initiative well before the COVID-19 pandemic accelerated e-commerce adoption by the grocery sector. Founded in 1959, Carrefour had grown over decades into one of the top 10 retailers in Europe by revenue, with more than 12,000 stores worldwide. By the late 2010s, however, narrowing margins, digitally-enabled competitors, and a handful of disappointments in overseas markets signaled the need for a reset.

With the appointment of Alexandre Bompard, Carrefour announced its Carrefour 2022 transformation strategy, one pillar of which was an omnichannel retail strategy anchored by strong digital capabilities. Delivering an omnichannel experience requires retailers to effectively and consistently communicate with its customers across digital channels. In France, that audience totaled 15 million people in Carrefour's contact base.

Optimizing marketing campaigns in an omnichannel environment

Carrefour's growing e-commerce presence included online ordering, home delivery, and curbside pickup. These capabilities left a data trail of customer interactions to do with purchase history, return rates, conversion rates, shopping cart abandonment rates, and net promoter scores (NPS).

Charles Giannesini, the head of customer activation and strategy at Carrefour, knew he needed to connect those data dots and activate them to drive better communication. Giannesini had heard Persado speak at an industry event in

France about the power of AI-generated language for optimizing customer interactions. When he stepped into his role at Carrefour, he saw a potential partner who could help him leverage the customer insights he had to improve omnichannel engagement.

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> Head of Customer Strategy & Activation
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Carrefour and Persado began a pilot project to use the Persado Motivation AI Platform to create AI-generated email subject lines and assess their impact on digital campaign performance. The results met Carrefour's expectations, leading to a formal, ongoing engagement.

Expanding on their initial efforts with email campaigns, Carrefour and Persado broadened the scope to include email subject lines and email body copy, as well as SMS campaigns and website copy, among other digital channels. By December 2022, Carrefour had used the Persado Motivation AI Platform on more than 250 campaigns.

"We now use Persado in a very industrialized way on all of our CRM channels," says Giannesini. "We are able to boost a lot of content, from the most relational communications to the clearly business-driven ones, with proven impact over time."

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How the Persado motivation-aware Generative AI optimizes e-commerce campaigns

When a customer partners with Persado, the brand's creative team crafts a first draft of the message they want to send. The Persado Motivation AI Platform analyzes what the message is trying to achieve and generates alternative options predicted to outperform the original in terms of clicks, purchases, etc.

Sometimes, our customers simply choose one of those *predictive* alternatives and use it. But when they want to be 100% sure they have the best performer, they run a language *experiment* to see how consumers respond to as few as four and as many as 16 versions of the message. The data from those experiments show which messages perform the best with which consumers and why. The Persado AI can see how each version performed as a whole, as well the impact of each element.

For example, we can see how much impact the subject line or CTA had on the overall message lift. Think of those elements as sources of motivation that contribute to the overall uplift retailers can achieve by leveraging motivation-aware Generative AI.

How Carrefour and Persado boosted Black Friday campaign results

One representative campaign leveraged the Persado Motivation AI Platform to optimize an SMS promotion for Black Friday 2022.

"We've been doing Black Friday campaigns for years, as it's a big moment with 20% off all home appliances, photography, video and audio products," says Thomas Lefèvre, head of CRM in Giannesini's team. "We wanted to optimize all the channels for that. Since Persado had proved its value on other campaigns, we thought this would be a good opportunity to use the platform for text messages."

Carrefour's creative team crafted an initial version of the campaign that highlighted the Black Friday event and the 20% off discount across multiple departments. When the Persado Motivation AI Platform analyzed the message, however, the AI predicted that emphasizing **ATTENTION** (e.g. Special info) and **ACHIEVEMENT** (just for you!) would produce higher engagement.

The end result was a **14.5%** increased click rate (CTR) above what could be achieved with Carrefour's control message—more than **3X** the engagement of the Carrefour-generated control message.
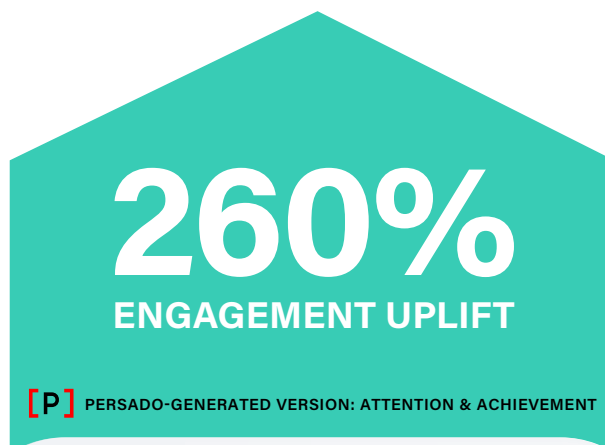
"We were very satisfied with the results and also very surprised that the winning message didn't even mention Black Friday," says Lefèvre.

"That gave us an interesting insight—it might be connected to the fact that many customers complain about the use of English words. Not mentioning Black Friday might have been among the reasons for the impressive uplift here."
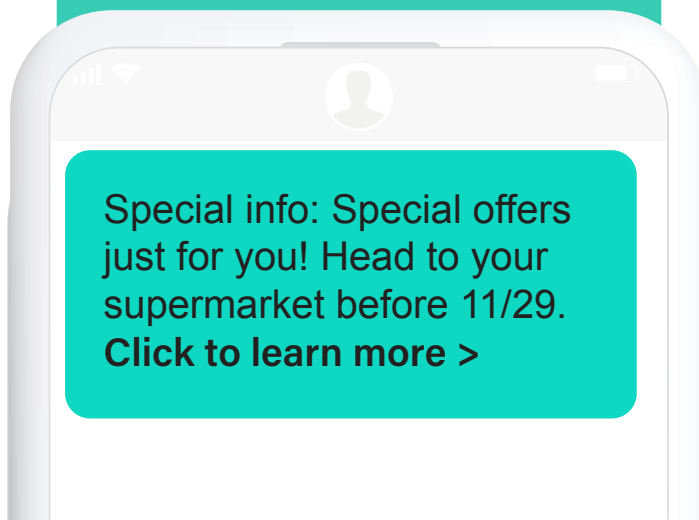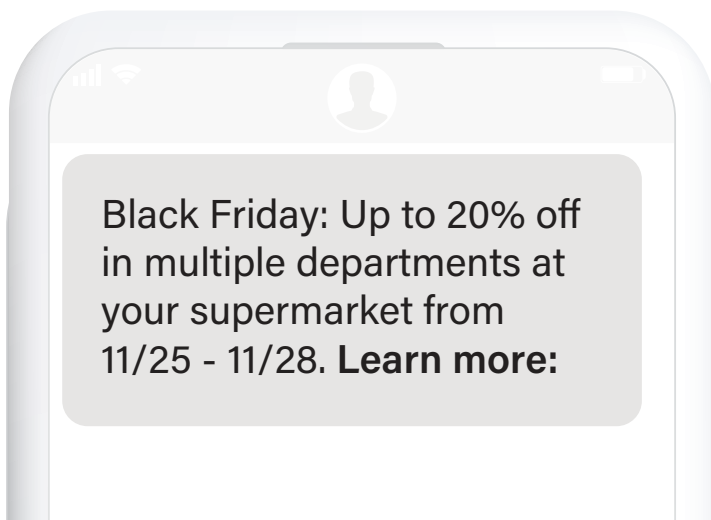
CHANNEL: SMS

Thomas Lefèvre
Head of CRM, Carrefour

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260%
ENGAGEMENT UPLIFT

CARREFOUR'S INITIAL VERSION

[P] PERSADO-GENERATED VERSION: ATTENTION & ACHIEVEMENT

Black Friday: Up to 20% off in multiple departments at your supermarket from 11/25 - 11/28. **Learn more:**

Special info: Special offers just for you! Head to your supermarket before 11/29. **Click to learn more >**

What's next for Carrefour and Persado?

Carrefour has already begun the next phase of its strategic plan Carrefour 2026, which emphasizes its continued transformation into a "data-centric, digital-first" retailer. The Persado relationship with Carrefour is expected to evolve to focus on Carrefour's efforts to leverage personalization.

Lefèvre says, "There are two main pillars: more exposure on all channels (more opt-ins, more opens, etc.) and more personalization. Persado is clearly identified as a lever for the second pillar and we plan to do more on that this year to be more granular."

Starting with the customer segments Carrefour has identified and captured from its email service providers, Persado will increasingly work to generate personalized language for high-value audience segments. Over time, Carrefour will evolve toward using Persado Language Profiles, a unique form of first-party data that captures how individual customers (regardless of their demographic or behavioral category) respond to different messages. With Language Profiles, Persado can personalize the language each customer sees to better motivate them to engage and act.

For more information, please contact your customer success team.

ABOUT PERSADO

Persado is the only motivation-aware, enterprise Generative AI platform capable of delivering optimized communications that inspire each individual to engage and act. Many of the world's largest retailers, including Carrefour, Gap, Inc., Marks & Spencer, and Tapestry, rely on the Persado Motivation AI Platform to generate hyper-personalized communications. Visit Persado.com to learn more.

Contact us at hello@persado.com or scan to schedule a demo.