

Zeotap and Artefact Join Forces to Enhance Economic Outcomes for Enterprises with Customer Data Platform

Companies announce partnership to strengthen presence in Europe, transforming the way businesses use data to drive success.

London, 12th September 2023: Artefact, a global data consulting service specialist, has established a strategic partnership with Zeotap CDP, the easy, secure and impactful Customer Data Platform (CDP). This collaboration will help to deliver effective data-driven marketing while prioritising consumer privacy and security.

Enterprises will benefit from a holistic and integrated approach that will enable them to execute digital transformation strategies by moving from siloed operations to a customer-centric omnichannel focus that drives better business outcomes.

Zeotap: Empowering personalised marketing in a privacy-first environment

Originating in Germany, Zeotap is a next-generation CDP. It enables enterprises to effectively leverage their customer data to create a unified customer view that increases the personalisation of sales, marketing, and customer services, without the use of cookies. Zeotap's commitment to privacy-first practices ensures compliance with data regulations and drives trust among consumers and businesses.

Artefact: Delivering best practice CDP planning and deployment

As a trusted and certified Zeotap partner, Artefact combines data consultancy services with technical expertise to deliver best practice CDP planning and deployment that enables customers to drive value from their organisational data. Its end-to-end approach delivers a data-driven transformation for marketing, covering everything from developing a strategic vision to executing implementation for Zeotap users. The result is efficient deployment, leading to shorter time-to-value, increased adoption of applications, and superior business outcomes.

Transforming businesses with a customer-centric approach.

Working together, Zeotap and Artefact combine an enterprise-grade CDP with a new digital strategy operating model to offer enterprises a comprehensive and efficient approach to digital transformation.

The Artefact-Zeotap partnership has already delivered successful projects in France and Germany and is expanding to reinforce its presence across Europe in various industry sectors, including telecommunications, sports teams, and luxury retail.

***Daniel Heer, CEO and Co-founder of Zeotap,** commented: "In this collaboration, clients will experience the seamless delivery of a full-spectrum transformation. Artefact's expert consultancy services, combined with Zeotap's industry-leading customer data platform, will guide businesses from strategic visioning to redefined roles and responsibilities, ending with an efficient CDP deployment. As a result, clients can expect shorter time-to-value and achieve better business outcomes."*



Vincent Luciani, co-founder and CEO of Artefact said: "We are rapidly approaching the cookie-less marketing era, meaning much of the data that organisations currently rely on will no longer be available. Zeotap has had data privacy and security at the heart of its operations from day one, combining this with solutions that are also focused on better business outcomes. Formalising our partnership enables us to offer a CDP that delivers ROI for users while recognising that data compliance is also business critical."

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ABOUT ZEOTAP

Zeotap's mission is to make customer data easy, secure, and impactful. It empowers the world's most innovative brands to deliver personalised omni-channel customer experiences more efficiently while ensuring compliance.

Zeotap CDP is a customer data platform for hands-on marketers to achieve meaningful business outcomes. It has been designed for comprehensive 360 customer identity, rapid deployment, low-latency real-time performance, and superior out-of-the-box connectivity, in a privacy-first world.

Zeotap was founded in 2014 in Germany. Its clients include Virgin Media O2, Sky, REWE and Audi.

ABOUT ARTEFACT

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1300 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 16 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide. www.artefact.com

PRESS CONTACT

Kate Alexander - +44 (0)7788 584413 - kate@alexander.co.uk

