

Artefact partners with Weborama's Data Clean Room to strengthen its data value proposition

London, 14 November 2023 - Weborama, the Data Intelligence Platform, has formed a partnership with Artefact, the international marketing, consulting, and data science services company specializing in data transformation and data and digital marketing consulting. Artefact will provide advertisers with a range of cutting-edge technological solutions, including the Data Clean Room from Weborama, while strengthening its data value proposition. The aim is to help joint customers and prospects with data transformation in the cookieless era.

Artefact's mission is to transform data into business impact by delivering tangible results across the entire corporate value chain. Weborama's one-stop-shop approach will enable advertisers to build their own data ecosystem so they can continue to create marketing strategies (insight, segmentation, activation, measuring) in a world without third-party cookies; the focus on the Data Clean Room to meet current market needs, enables:

- Sharing and reconciling data, encouraging a better understanding of consumers
- Enriching data by opening up to data collaboration for high-performing marketing activations and advertisements
- Guaranteeing security, confidentiality, and robust data governance

Weborama's technology, an open, multi-cloud solution, is built on the power of Snowflake's Data Cloud to break down data silos and unify data. This deepens actionable knowledge and offers a unique real-time view of these consumers in a way that is 100% secure and respectful of their privacy.

"Our 1500 employees work hard every day to bridge commercial and IT divides. Thanks to digital technology, data and AI, they transform organizations into consumer-centric leaders. Weborama's tools allied with Snowflake will be an essential asset in meeting these challenges in an ever-evolving technological world."

Florian Thiebaut, Managing Partner Data Marketing Practice Lead, Artefact

"This partnership with Artefact is an opportunity to support a larger number of players, by combining the power of our tools with Artefact's knowledge and expertise in data. This alliance will enable us to help our clients carry out their data transformation with peace of mind and enter the cookieless era more confidently."

Mykim Chikli, CEO EMEA, Weborama

ABOUT WEBORAMA, THE DATA INTELLIGENCE PLATFORM

Focused on data management and valorization, Weborama has developed and connected a set of technologies (in the fields of AI, semantic and behavioral artificial intelligence, data lake, data clean room, data science, insights...) that enable advertisers, agencies and publishers to acquire, retain and monetize their audiences and activate targeted, consistent and relevant advertising in the new cookieless, IDless and multi-device world. Weborama operates in Europe and the United States. weborama.com



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

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