

Artefact Expands its Presence in Spain with the Opening of a New Office in Barcelona

Artefact celebrates six years of success in Spain with the opening of a new office in Barcelona, solidifying its commitment to the Iberian market.

Paris, October 29, 2024 – Artefact, a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations, has strengthened its presence in Spain with the opening of a new office in Barcelona. This new location brings the total number of Artefact offices to 27 across 22 countries, further consolidating its international presence, which includes key hubs in France, the United Kingdom, Germany, the United Arab Emirates, the United States, Mexico, China, and Brazil.

The new Barcelona office, joining the existing one in Madrid, represents a key milestone in Artefact's growth strategy for the Iberian Peninsula. This expansion reflects the rise of the Data Marketing and Retail Media sectors in the region, establishing Artefact as a strategic partner for companies seeking full eCommerce solutions, offering services that efficiently and scalably integrate all aspects of the ecosystem.

Raúl Alcázar, Managing Director of Artefact Spain, commented: *"The opening of our Barcelona office not only underscores our growth in the Iberian market but also strengthens our leadership in the areas of Data Marketing and Retail Media with a Full eCommerce focus. At Artefact, we integrate a multichannel approach, combining the power of Marketing Mix Modelling and personalized strategies, always supported by data, AI, and Marketing technologies. This expansion reflects our commitment to continue offering advanced solutions that enable our clients to maximize their performance while adapting swiftly to an ever-evolving digital environment, especially with the impact of the revolutionary generative AI technologies."*

Artefact's expansion in Spain is backed by an impressive set of global certifications, including the prestigious Amazon Advanced Partner and Google Sales Partner accreditations. These recognitions, along with numerous local awards, position Artefact as the ideal partner for companies looking to master the eCommerce ecosystem. Their Full eCommerce approach offers comprehensive and scalable solutions that cover every aspect of digital commerce, from customer acquisition to conversion optimization and loyalty.

ABOUT ARTEFACT

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI. Our 1500+ employees operate in 22 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi. www.artefact.com

PRESS CONTACT

delphine@thebraincontent.fr / 06 74 74 11 48

