

# Carrefour captures +45% customers thanks to an ad-hoc ML Model

Making Science has been the tech partner for Carrefour developing a Machine Learning model that predicts the LTV for newly acquired customers and imports the predicted LTV through Matchid.

## The challenge

Lifetime Value (LTV) is crucial for omnichannel retail groceries, but incorporating LTV signals into DV360 for new customer acquisition is challenging due to limited historical data. Predicting LTV for new customers and using those signals for bidding is a key challenge.

## The solution

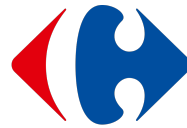
Making Science has developed a Custom Bidding Algorithm that leverages the Machine Learning LTV signal in Prospecting DV360 campaigns (new customer acquisition campaigns). Arena as responsible for the media activation, has developed an A/B test in DV360 comparing previous Custom Bidding (with revenue signals) Vs the new test leveraging the new Customer Bidding (using predictive LTV signals).

## The result

Carrefour implemented predictive LTV signals in DV360 and after an A/B test that lasted 6 months, these were the results. +45% New Customers were acquired or re-activated (non purchases in a year) in the test arm -34% Cost per acquiring or re-activating new customers +50% LTV ROAS was achieved for new customers in the test arm

“ Thanks to optimizing towards high LifeTime Value customer signals in DV360 rather than just transaction value, we are able to truly align marketing campaigns with our internal goal of acquiring high LTV customers ”

Carrefour Spain



**Carrefour**

### About CARREFOUR

Carrefour Group is a French multinational specializing in retail that now has stores in more than 30 countries, reaching 104 million households worldwide each year. Carrefour Group is a French multinational specializing in retail that now has stores in more than 30 countries, reaching 104 million households worldwide each year.

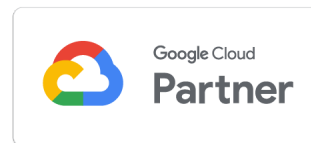
Vertical/horizontal solution: Retail & Wholesale

Primary project location: Spain



### About Making Science Group, S.A.

Making Science is a digital acceleration company with over 1,300 employees and a technological presence and development in 14 markets.



### Products

Google Cloud Platform