



Industry:
Grocery Retailer

Location: France

Size: euro 80b+

Customer Since: 2018

How Carrefour digitized e-commerce relationships with their suppliers thanks to Salsify

Context

Carrefour previously worked with several content capture companies to generate product data for their websites. But due to a new strategic decision that led to a massive increase in their assortment, the costs were not sustainable.

At the same time, new regulations were introduced in Europe, leading to a dramatic increase in the number of attributes that retailers had to provide to sell a product.

**Carrefour
onboarded 100% of
their suppliers in
4 months**

**Within 4 months,
80% of product
data was
compliant**

