Valiuz Partners with Google Cloud to Accelerate Employee AI Adoption and Transform Business Practices

Valiuz to use Gemini Enterprise to boost AI internal adoption and enhance its employee collaboration, productivity, and agility

Valiuz to optimize business activities, including cross-channel campaign creation and content management for retail media

SUNNYVALE, Calif. and PARIS and LILLE, France, Oct. 9, 2025 /[PRNewswire](#)/ -- Valiuz, the data alliance and retail media network, today announced a strategic collaboration with Google Cloud, boosting the internal adoption of AI as the company deploys Gemini Enterprise – Google Cloud's new comprehensive, secure, and integrated platform for agentic AI. By putting Gemini Enterprise into the hands of every employee, Valiuz will help its teams work faster, find information more easily, and create better, more effective campaigns for its customers.

A Structured and Supported Adoption Strategy
The collaboration between Valiuz and Google Cloud is part of a strategic approach to integrate AI at the core of Valiuz's business and organization. With Gemini Enterprise, teams will be able to navigate across the company's multiple applications and systems to boost productivity and agility with easier access to information. Employees will also be able to devise and create campaigns more effectively, by adapting and automating the creation of content and plans in real time. By leveraging Google Cloud's world-class technology, Valiuz aims to transform existing practices by leveraging the power of generative AI for concrete and measurable applications.

Mathieu Dodergny, Chief Technology Officer at Valiuz, said: "One in three employees at Valiuz already uses AI. With Gemini Enterprise, we are taking a new step by integrating it into the core of our business and organization, and making it accessible to all our teams."

Gemini Enterprise at Valiuz: Multiple Real-World Use Cases
The use of Gemini Enterprise at Valiuz is already translating into tangible benefits across multiple use cases:

- **Increased collaboration and productivity**: The interconnection of internal tools is streamlining collaboration among Valiuz experts and ensures information is accessible to all employees. This integration reduces silos and accelerates the flow of knowledge, resulting in significant gains in productivity and agility.
- **Cross-channel campaign optimization**: Consolidated data and insights are enabling Valiuz to optimize its cross-channel marketing campaigns. A unified view of customers provides Valiuz teams with the ability to allocate budgets more effectively across different channels, refine their decisions in real-time, and enhance the efficiency of multichannel strategies.
- **Hyper-personalized content creation for retail media**: For retail media teams, AI powers a true "Content Factory" or "Creative Ads Factory" capable of automatically producing creative, hyper-personalized content tailored to local contexts, whether visuals or videos. This approach allows Valiuz to support all types of clients, including local businesses, with targeted and geographically relevant campaigns.

"We're excited to work with Valiuz to put practical AI tools directly into the hands of their employees," said Isabelle Fraine, Managing Director of Google Cloud in France. "With Gemini Enterprise, Valiuz can boost its daily work, continue to innovate and create more swiftly and easily great marketing campaigns for retailers."

About Valiuz
Founded in 2019, Valiuz is a technological alliance leveraging collective intelligence to make data a strategic asset for innovation and commerce transformation. Backed by around twenty partner brands, as powerful as they are complementary (including Leroy Merlin, Decathlon, Auchan, Kiabi, and Boulanger), Valiuz consolidates and leverages data to enrich customer knowledge and enhance personalized shopping experiences. In France, the company boasts an unparalleled customer database, making it the largest and most diverse repository of its kind to date. Additionally, Valiuz connects brands to consumers at the moment of purchase, both online and offline, through its omnichannel and multi-market Retail Media offering, covering the entire customer journey – from profiling to on-site, off-site, in-store, and CRM activations, as well as advertising performance measurement. Thanks to its data-driven approach, Valiuz helps brands deliver more relevant customer experiences, advertisers optimize their investments, and consumers benefit from better-targeted and more responsible advertising. Already present in France, Italy, Poland, and Spain, the company aims to quickly become the European leader in data and Retail Media. To learn more: [valiuz.com](#)

About Google Cloud
Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale

infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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