



## Unilever invests in Alibaba Cloud's technology for targeted digital marketing campaigns

### Description



E-commerce giant Alibaba has entered a partnership with Unilever to improve the personal care conglomerate's digital marketing technology in China. By using Alibaba's Cloud service, Unilever will have access to AI and cloud-based technologies that are anticipated to improve the company's omnichannel, online and offline activities. The technology will also allow Unilever to track its customers' buying patterns and e-commerce behaviour.

Read the full article at:

[www.cosmeticsbusiness.com](http://www.cosmeticsbusiness.com)

**Category**

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