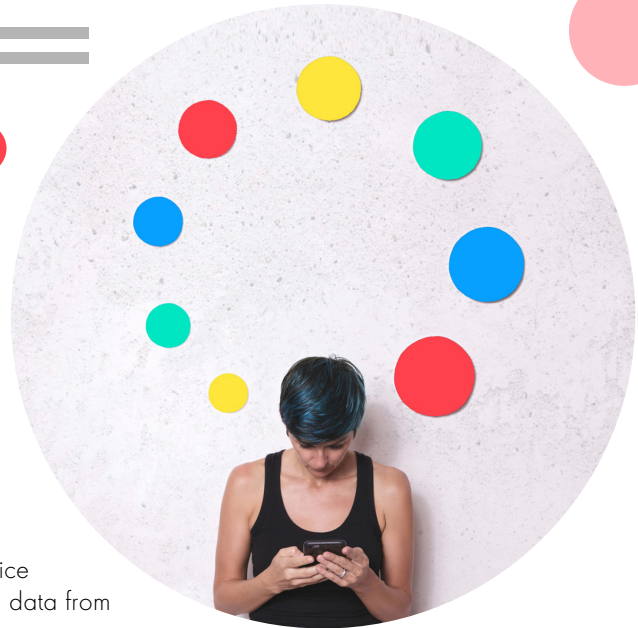


# Customer Data Platform



## Offering summary

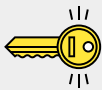
Deliver measurable business value, enable personalized experiences and predict your customer's next move with Customer Data Platform (CDP) service offerings that give you a 360-degree view of your customers. By collecting data from multiple sources—web, email, mobile apps, call centers, in-person interactions—our CDP solutions help you to blend disparate data sets and gain actionable insights to unlock immediate solutions that improve your bottom line and drive faster ROI.

## Solving digital transformation challenges

### Connected data helps deliver business value across the enterprise.

Deliver the engaging, sophisticated experiences your customers expect by anticipating their needs and making their interactions faster and easier. With CDP solutions that allow you to personalize and provide unique offers across all channels—not just digital—you can capture the full value of your data.

Achieve your data goals with Publicis Sapient CDPs that:



Provide you with access to real people with high-fidelity audiences



Reach audiences at scale wherever they are in the digital ecosystem



Give advertisers a way to hold media accountable by connecting the buy-to-sales impact (online + offline) and close the loop

## A new data strategy

Traditional marketing tactics are just that: traditional. When it comes to these dated marketing tactics, many consumers are wary of giving up their data with concerns that their privacy is in jeopardy and that sharing their information doesn't provide them with any real value. With the loss of cookies and the softening of the impact of traditional marketing tactics, it's clear that a new data strategy is needed.

Meet your customers when and where they want to be reached with omnichannel communications that deliver a truly connected digital experience.

## Accelerate time to value with 4 key pillars

- 1. Data Strategy:** Define a strategic agenda and prioritization framework.
- 2. Technology:** Create flexible technical platforms and enrich existing tools to gain a competitive advantage.
- 3. Organization & Governance:** Establish the right organization and scalable governance over time.
- 4. People:** Ensure that your organization has the proper workforce and development programs in place to manage and analyze data.

## CDP Features & Functionality



### Inbound Integration

Streaming integration, out-of-the-box connectors, batch processing



### Activation

Out-of-the-box campaign integration, orchestration



### Identity Resolution

Deterministic, probabilistic, house holding



### Outbound Integration

Digital channel plugins, analytics plugins



### Customer 360 View

Enterprise-level customer graph, unified profile, extracted features



### Analytics

Customer journey analysis, recommendations, reports

## Benefits of implementing a CDP Strategy

- Increase revenue due to better customer conversion and engagement
- Increase customer loyalty and retention through deeper insights into behavior
- Make more informed decisions
- Reduce churn through improved personalized experiences
- Reduce acquisition cost due to efficiency in personalization
- Drive cost savings in marketing generated by data-driven personalization

## Solving with Publicis Sapient

We help you get the most from your data. Use it to improve business strategies, grow customer engagement and drive better outcomes by:

- Understanding customer data from a platform perspective and how it's used to enhance the customer experience through media and other channels.
- Leveraging accelerators that allow us to deploy in as little as two weeks, speeding time to value.
- Bringing extensive experience in building end-to-end solutions, having delivered large bespoke customer data platforms for dozens of Fortune 500 companies.
- Drawing upon our unique blend of systems integrator and media agency expertise to provide you with an owned asset so you can control, secure and leverage your customer data.
- Aligning with best-in-class partners, like Salesforce, Adobe, Microsoft, Google, and AWS, to power every solution we build.

## How we've made an impact



### FOOD AND BEVERAGE COMPANY

#### The imperative for change:

A leading North American coffee and beverage company wanted to transform the way it interacted with its clients. With customer data residing in silos across various third-party sources, the company realized the need for a centralized CDP.

#### The transformative solution:

Publicis Sapient implemented a CDP to provide unmatched consumer experiences, as well as hyper-targeted and personalized marketing. Integrated with 15-plus data sources (including eCommerce, Web Analytics, IoT, and DMPs), the platform provides an integrated view of customer data to help generate insights, create omnichannel campaign strategies and drive execution.



#### The business impact:

**The CDP implementation enabled personalized user journeys across channels, as well as engagement on sites, digital media, and other partners.**

- **>30% improvement in email deliverability**
- **+13% return on investment on campaigns**
- **+20% conversion through campaigns**
- **Increased site conversion, brand affinity and media engagement**

(continued on next page)

## How we've made an impact *(continued)*

### GLOBAL RETAIL CHAIN

#### The imperative for change:

- Siloed data existed across all business units spanning seven countries in Latin America.
- Difficulty leveraging insights across disparate sources to drive consistent engagement and growth.
- Duplication of data wasted resources and risked error.

#### The transformative solution:

We built a scalable, multi-tier, custom CDP solution leveraging Google Cloud Platform and CDP QuickStart. The solution included:

- Data ingestion, transformation, consumption and entity unification.
- Modular/customizable machine learning, logging/monitoring, scheduling, DevOps and test automation frameworks.
- Customer 360 applications, including customer unification/profile, order, product and transactional analysis.
- A cloud agnostic/self-service custom ML to perform predictive data analytics, measure customer lifetime value, enable product and channel affinity for acquisition, as well as personalization and retention.
- More robust predictive analytics, customer genome modeling and analysis of business drivers like customer lifetime value, product affinity and acquisition—all while reducing operational costs.

#### The business impact:

**Powered by the customer insights the CDP provides, the retailer has already started to identify and activate strategies to realize tangible business benefits through improved marketing effectiveness—reducing customer churn, providing the best customer offers and superior personalization.**

**The CDP solution has laid a solid foundation for the retailer to accelerate its journey to becoming a true algorithmic retailer, with the ability to extend a data-driven culture to other areas of its business and drive sustained growth through competitive advantage, enhanced customer-brand connection and improved profitability.**

- **Stronger sales performance**
- **Improved customer loyalty**
- **Strategic product planning**

## LET'S CONNECT



### RAY VELEZ

Executive Vice President | Data & AI,  
Customer Engagement  
ray.velez@publicissapient.com



### KYLE BECKER

Director of Business Development,  
Customer Data  
kyle.becker@publicissapient.com



### CRAIG HOOPER

Director of Business Development, Customer Data  
craig.hooper@publicissapient.com

For more information, visit [publicissapient.com/solutions](https://publicissapient.com/solutions).

## WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).