MarTech Transformation

Offering summary
Create impactful, omnichannel customer journeys and enable real-time marketing activation. Working in tandem, we’ll help define your MarTech strategy and implement a marketing technology stack to enable continuous, personalized “always-on” engagement with customers across channels. As customer touchpoints and expectations seemingly increase exponentially and the MarTech landscape continues to grow increasingly complex, we ensure an integrated MarTech strategy and capabilities that fit the needs of both your business and your customer.

Solving digital transformation challenges
‘Always-on’ engagement
Forward-looking, progressive marketers are wrestling with the evolving landscape of technology and customer expectations.

The vision
Always-on, one-to-one, data-driven customer engagement that provides seamless communication across the entire customer lifecycle. To fulfill this vision there must be a shift in MarTech strategy and technology.

With our wide range of experiences across industries, we have built a standard set of frameworks and tools that can help you accelerate your MarTech transformation, including:

- Detailed MarTech maturity framework, governance, marketing lifecycle and roadmap examples
- Reference architecture and industry-specific Business and Systems Context Diagrams
- Engineering transformation capability to modernize technology and range of MarTech implementation accelerators

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Increased number of MarTech solutions
This enormous landscape can lead to the purchase of unnecessary “shiny new objects” that businesses think will solve all known and unknown problems, leading to redundant solutions in the ecosystem.

Inability to show return on investment (ROI) and attribution
Lack of unified architecture and core KPIs inhibits the ability to show ROI in any marketing channel.

Lack of internal skilled resources
MarTech has become so much more than the staple marketing automation tool. It has grown in size and sophistication, requiring more marketers to be trained in managing and using the technology.

Campaigns not tied to strategic imperatives don’t drive meaningful ROI
Content and campaigns don’t drive meaningful impact or desired behavior shifts for the moments that matter for customers when they are not closely tied to marketing and business needs.
Benefits of MarTech Transformation include:

- Increased revenue and conversion rates
- Improved efficiency of MarTech spend
- Unified architecture and core KPIs
- Improved data quality
- End-to-end automated business intelligence
- Connected omnichannel customer journeys and decisioning engine to orchestrate customer experiences

What sets Publicis Sapient apart?

We are uniquely positioned to help with MarTech Transformation:

- We bring cross-functional teams across Strategy, Product, Experience, Engineering and Data & AI to deliver integrated and comprehensive solutions and bridge the gap from strategy to execution
- Dedicated MarTech strategists with detailed knowledge and skills that enable you to optimize your MarTech stack to drive business value
- We have several accelerators to support creating your MarTech strategy, executing use cases and building and scaling personalization capabilities
- We have deep relationships with partners across the MarTech ecosystem
- We offer a full and complementary portfolio of customer engagement solutions to support you wherever you are in your MarTech and broader customer engagement journey

How we’ve made an impact

The imperative for change:

- 20 brands across six regions and 150 countries with a diverse global presence
- Decentralized model with disparate technologies and manual marketing processes didn’t allow for agility or a coordinated effort to capitalize on significant market moments
- Limited visibility across brands and regions
- Lack of capability to effectively scale solutions

The transformative solution:

- Defined a vision for personalized customer marketing and created top-down opportunity sizing to get the organization excited about the program
- Set up four cross-functional pods to operate with new agile marketing processes and test personalization use cases in-market
- Aligned multi-year value capture plan with sprint-level planning and targets
- Stood up customer marketing data testing environment to enable pod teams to generate insights on-demand and measure the impact of use cases

The business impact:

- Roughly $250 million projected cost savings as a result of efficiencies brought on by new systems, processes and platforms
- Approximately 15% revenue growth is projected as a result of a new consumer-centric marketing approach
- 80-plus initiatives as part of a 2.5-year MarTech Transformation roadmap
- 100% buy-in of the singular vision and united purpose across the leadership team for digital transformation

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How we’ve made an impact (continued)

**INVESTMENT BANK**

**The imperative for change:**
- MarTech landscape with overlapping and inconsistent capabilities across lines of business
- Missed opportunities to leverage AI and ML to accelerate or automate insight generation
- Lack of a holistic view of the customer
- Manual orchestration of customer journeys

**The transformative solution:**
- An integrated, data-driven, personalized marketing experience to boost customer engagement and conversion:
  - Precision targeting of audiences
  - Compelling, personalized content
  - Intelligent omnichannel delivery
  - Strategic customer data

**The business impact:**
- 9% revenue uplift opportunity
- $100M+ cost savings potential

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**QUICK-SERVICE RESTAURANT**

**The imperative for change:**
- With digital adoption on the rise, increasing commodity prices and labor costs and a general consumer shift towards delivery platforms, the business needed to rethink how it engaged with its customers
- Inability to deliver omnichannel and tailored experiences to customers and prospects to drive more visits to its restaurants
- Need for a business and MarTech strategy and implementation to drive customer engagement and bottom-line impact

**The transformative solution:**
- Introduced an AI-powered data engine, which combines first- and third-party proprietary data from Epsilon, to deliver a comprehensive 360-degree customer view
- Delivered unique IDs for prospects/customers enabling targeted and personalized engagement across customer journeys and unlocking new business opportunities with actionable insights from robust customer-level data
- Connected Epsilon ID to a new Salesforce CDP and optimized Salesforce Marketing Cloud to manage customer interactions on email and all digital properties, Marketing Cloud Personalization to drive real-time personalization and Marketing Cloud Intelligence to enhance analytics for all properties

**The business impact:**
- $550M incremental revenue opportunity over 5 years from personalization and marketing initiatives
- **Real-Time Data:** Integrations harness real-time data and insights to drive personalization across relationships, experiences and offerings
- **Harmonized Data Architecture:** Streamed and modeled disparate data sources into the Genie data Lakehouse—allowing for unification across data sources, advanced data enrichment and smarter segmentation
- **Real-Time Automations & Insights:** Real-time insights help anticipate supply and demand across regions and launch new products
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.