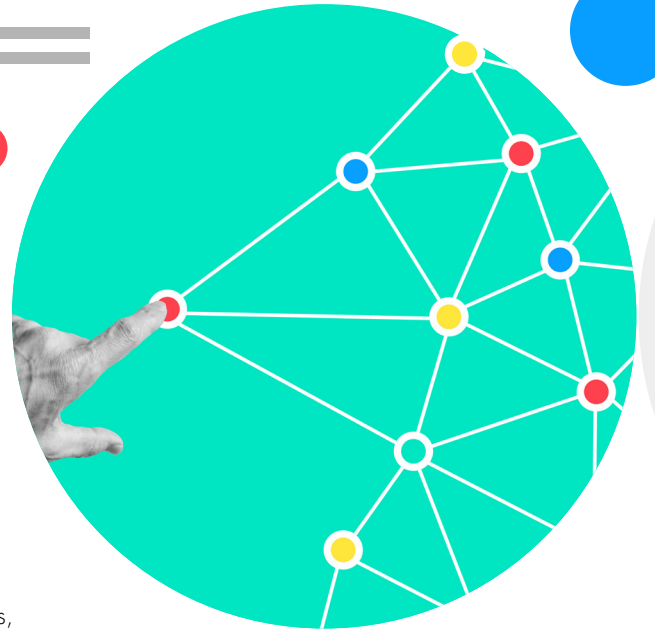


MarTech Transformation



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.



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



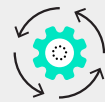
Inability to show return on investment (ROI) and attribution

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

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

Publicis Sapient's full suite of Customer Engagement offerings tie directly into our MarTech Transformation solution and set your company's MarTech strategy up for success:

- **Customer Data Platform (CDP):** Bring together all relevant data to create a unified view of the customer
- **Data Monetization:** Turn your first-party data from a cost center into a revenue-generating asset
- **Digital Identity:** Plan for a cookieless future by enhancing your data strategy to enable hyper-personalization across external and internal experiences with full journey data
- **Customer Loyalty:** Reimagine your customer loyalty strategy with a holistic, systematic approach from experience design to redemption
- **Personalization:** Create richer, more meaningful connections with your customers by knowing them, anticipating their wants, and communicating with them across channels seamlessly

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 customers 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



LEADING BEAUTY COMPANY

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**

(continued on next page)

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**



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



LET'S CONNECT



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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.