

# Media Networks



## Offering summary

Monetize data, attract more customers, deliver better experiences and scale cross-channel marketing campaigns with Publicis Sapient media network (MN) solutions. We help clients build, enhance and scale media networks through our end-to-end approach including strategy, technology and data capabilities, sales and marketplace access, operations and product management and adjacent revenue and data monetization. As experts in media networks and data, we know how to use data to enhance the customer experience and integrate with media and other channels.

Whether you are a data-rich organization looking to build your own media network or a seller searching for data to optimize media buys, we combine our strategy, operational models and engineering with the deep media and creative expertise of our Publicis Groupe family of agencies to enable results in today's new media landscape.

## Seize the opportunity

Media networks are the fastest-growing advertising channel, and a wide variety of businesses can benefit from them. For instance, organizations can use their first-party customer data and advertising space across different channels to sell ad space that creates value for the enterprise, advertisers and end customers.

Media networks establish a direct and measurable connection between advertising efforts and their impact on sales, tracking a customer's journey from ad exposure to purchase, both online and offline.

Advertisers gain access to high-fidelity audiences at scale and can hold media accountable by connecting ad spending to sales impact (online and offline) and closing the loop.

Media networks (MNs) represent a large opportunity for companies to generate profitable growth beyond the core business model.

### Media networks are a large opportunity

Major incremental revenue opportunity with significantly higher margins than typical retail business models by building or enhancing media networks.

**0.5%–1.5%**

typical incremental annual revenue opportunity<sup>1</sup>

**70%–90%**

gross margin potential for on-site media<sup>2</sup>

### Media network ad spend is expected to continue to grow quickly

MNs are one of the fastest-growing ad formats, as transactional e-commerce is a major attraction point for advertisers.

**31%–57%**

annual growth in retail media spend from 2019 to 2023<sup>3</sup>

**1.5x**

expected increase in media network spend from 2022 to 2024<sup>3</sup>

### The time to act is now

Many have well-established MNs/buyer relationships and are shifting up the maturity curve. Further delay will make it more challenging to obtain a fair market share.

### Examples of established MNs in the market

Kroger	Walmart
Albertsons	CVS Media Exchange
Amazon	Target
Home Depot	Instacart

## Our approach

### Five core components of our PS media network solution

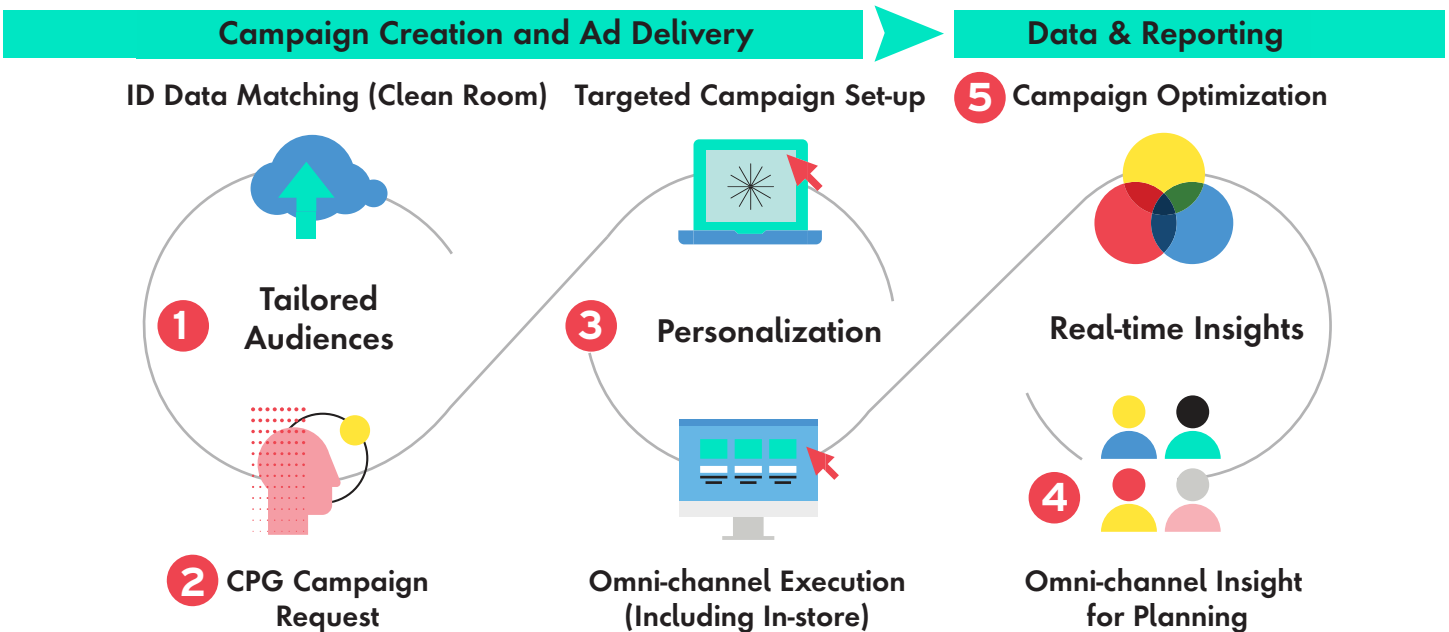
Publicis Sapient media network solutions have five foundational pillars:



## Benefits of media networks:

- New revenue streams
- Greater omni-channel audience reach
- High-margin revenue
- Dynamic, data-driven decision-making
- Closed-loop measurement and reporting

### Closed loop measurement and activation



## How we've made an impact:



### U.S. SUPERMARKET CHAIN

#### The imperative for change:

- Increase retail revenue and improve profitability
- Drive faster, higher-margin growth

#### The transformative solution:

- Unified data across devices, activated audiences and reached specific segments
- Moved from an incremental revenue model to an in-house platform that leverages incentives and loyalty data
- Delivered a comprehensive solution that integrates Google Analytics 4, Google Cloud, mParticle, LiveRamp and more



#### The business impact:

- **\$100M in revenue**
- **On track to make data monetization a \$1B business line**

## What sets Publicis Sapient apart?

Publicis Sapient brings a unique combination of expertise, experience and capabilities to accelerate the benefits of media networks for clients: We are uniquely positioned to solve problems and unlock opportunities through our three-lens model (Customer, Business and Capability)

- Publicis Sapient provides end-to-end services to build, operate and transform media networks
- Our extensive data and engineering capabilities ensure clients select and implement the right technologies to save time and money
- Clients can use our advanced media measurement frameworks and media network accelerators for their own customers
- Our team leverages the Power of One with the Publicis Groupe ecosystem to bring unparalleled expertise across the media network landscape
- Our flexible business models include revenue sharing and building joint networks
- One in every three dollars of media spend in North America runs through Publicis Media

## We provide one Publicis team with end-to-end capabilities to drive your transformation

### End-to-end media network capabilities

publicis  
sapient

#### Services

Defines the roadmap, builds and integrates tech capabilities, including wider partner ecosystems, and operates the media network

CitrusAd  
powered by Epsilon

#### On-site

Provides technology to enable ads on owned channels and marketplaces to enable ad buyers to purchase inventory

Epsilon®

#### Off-site

Delivers marketing-leading identity graph to connect customer ID to off-site channels and sell off-site media

Zenith The Agency SPARK  
SAATCHI & SAATCHI  
PUBLICIS MEDIA Performics starcom DIGITAS

#### Buy side

Supports product roadmap and strategy with intelligence and expertise on what advertisers want and how they buy

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

## WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain 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).