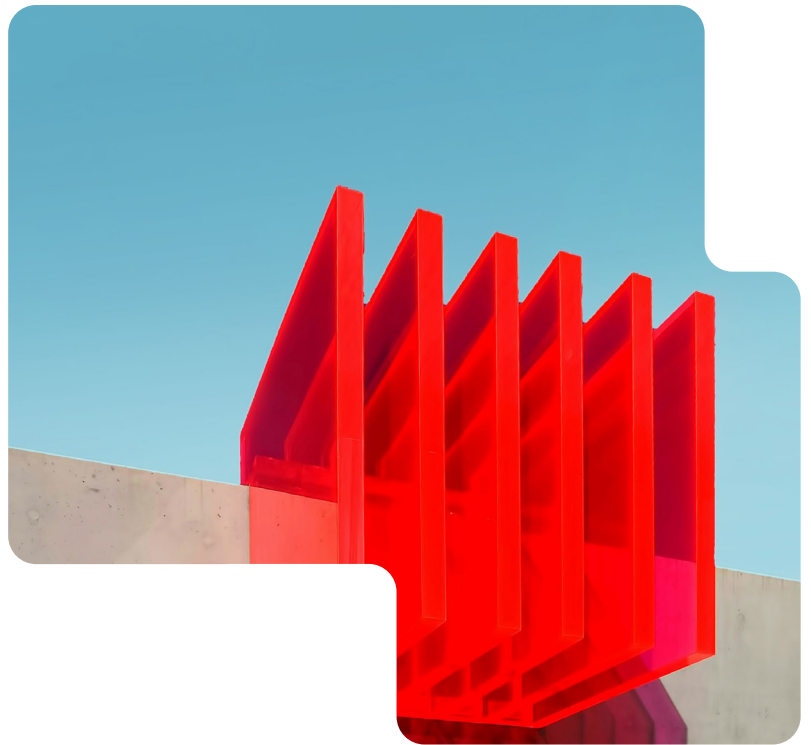


Publicis Sapient + Microsoft:

Media Networks



Offering summary

As cookie-based ad targeting crumbles, brands across all industries are looking to monetize their customer data and digital real estate to attract advertisers and unlock new revenue streams.

Media Networks (MNs) present a golden opportunity for organizations with strong first-party data, publishing assets (or both) to elevate the customer experience, deepen partner relationships, and transform their valuable data into high-margin, non-linear media dollars.

Our end-to-end MN solution, combining advertising expertise, leading-edge Microsoft technologies, and proven implementation strategies, unlocks significant revenue gains through data monetization – upwards of a \$100 million annual increase for an organization with \$10 billion in revenue.

The emerging Media Network landscape

Advertisers are reaching a crisis point. Rising privacy concerns are causing internet browsers to phase out traditional data collection methods like cookies and device IDs, leaving advertisers in the dark. This ‘signal loss’ forces brands to find new ways to understand their customers and target them with effective ad campaigns.

Enter Media Networks (MNs) – a game-changer in the post-cookies advertiser landscape. MNs empower brands to share their valuable first-party data with advertisers to help them generate more ad sales and create engaging customer experiences (think personalized recommendations, relevant ads, and curated content).

From the customer’s perspective, MNs present the right value proposition at the right time, fostering a greater sense of brand loyalty through uniquely tailored experiences.

MNs not only quickly recoup return on investment but can also deliver a lucrative stream of high-margin, non-linear media dollars. For example, a company with \$10 billion in revenue can increase its annual profits by \$100 million through MNs.

The secret to maximizing MNs' potential lies in unifying customer data across all touchpoints and establishing deterministic closed-loop measurements that precisely track the journey from marketing actions (clicks, impressions, etc) to confirmed customer conversions.

Partnering with the right media buying and marketing technology experts empowers you to achieve this

Our roadmap to rapid, recurring growth through MNs

Publicis Sapient, with our deep expertise in media and digital transformation, offers comprehensive MN solutions – from strategy and design to implementation and ongoing support. Powered by Microsoft's industry-leading technologies, we're your ideal data monetization partners for realizing the full potential of MNs.

Here's how Publicis Sapient and Microsoft can redefine your customer journeys:



Media Network and monetization strategy

We work with you to identify your revenue-building potential and define the best go-to-market strategy for monetizing consumer and product data



Custom platform development

We leverage our expertise in Microsoft data management, AdTech, MarTech, and Commerce technologies to design and build the ideal MN platform to suit your needs



Media network operations

We connect your consumer and inventory data to the right advertisers and continually manage your on-site and off-site Media Network operations.



Media sales and account management

We help you drive demand across your touchpoints and help you manage advertiser and partner relationships so you can achieve your revenue goals on your on-site and off-site channels.

How our MN solution bridges the customer understanding gap and accelerates time-to-value



Stand out in the competitive media landscape

We're part of Publicis Groupe, one of the world's largest digital media buyers, so we understand what advertisers, brands, and consumers want. Our experience helps us deliver unique insights into boosting your Media Network and monetization efforts – helping you gain a competitive edge.



Reach your full revenue potential

We're part of Publicis Groupe, one of the world's largest digital media buyers, so we understand what advertisers, brands, and consumers want. Our experience helps us deliver unique insights into boosting your Media Network and monetization efforts – helping you gain a competitive edge.



Take control of your media empire

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Close the loop and measure with confidence

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Unleash the power of loyalty programs

We help you craft compelling brand loyalty programs that supercharge customer engagement. Harnessing Microsoft's groundbreaking technologies, we help you identify your most valuable customers and deliver personalized offers (powered by advertisers) with laser-like precision.



Build a holistic view of your customer base

Modernize and future-proof your data stack with Microsoft Cleanrooms, Customer Data Platforms (CDPs), and Identity solutions. We help you Integrate these tools into your MN platform to reveal richer customer insights and deliver a more personalized customer experience.

01

The imperative for change:

A leading US grocer, sitting on a wealth of first-party data from its many banner ads, recognized the decline of cookies and the rapid growth of CPG digital ad spending. They knew they had to act fast to get into the media network space and generate a healthy stream of non-linear media profits to help them manage fluctuating overhead costs and gain a competitive edge.

02

The transformative solution:

We designed and built a custom omnichannel MN that mapped each customer's journey from ad impressions to sales capture. Our innovative solution closed the loop on reporting and delivered actionable, real-time insights with unparalleled transparency and efficiency. We also leveraged the expertise of our sister agency, Publicis Media, to uncover unique perspectives on CPG advertiser needs and helped the grocer get up and running their new platform quickly.

03

The business impact:

The custom MN platform quickly yielded significant results. Notably, the expanded network of media partners and nuanced insights enabled the grocer to completely revamp its revenue model. The company now has a solid foundation to spur future data monetization efforts through a scalable platform that delivers real-time data on customer preferences and effortlessly adapts as regulations evolve.



MN solution results:

03x

Revenue growth

360°

Customer insights and closed-loop measurement

15+

Tools and platform integrated

Let's connect

Contact us to learn more about our partnership with AWS, as well as how our C360 solutions can help drive your digital transformation journey. Visit our [Microsoft partner](#) page for more information.

Why Publicis Sapient

Publicis Sapient is a technology company that provides enterprise AI platforms and services. With over 30 years of digital business transformation experience, we enable enterprise clients to transform how they operate and serve their customers, unlocking new value and enabling them to thrive in an AI-driven world. Our platforms Sapient Slingshot, Sapient Bodhi and Sapient Sustain use AI built off this deep enterprise context to help organizations modernize their legacy tech systems, build agentic solutions, and automate their IT operations. The combination of our AI platforms and the expertise of our people enables us to deliver faster and more effective outcomes through solutions that are specific to the unique needs of our clients' businesses, their industries and their customers. Publicis Sapient is the technology hub of Publicis Groupe, uniting 20,000 people worldwide across 28 countries.

For more information, visit publicissapient.com.