

Customer Data & Experience Orchestration



Modern customer experience requires more than better data

In an era where customer decisions are shaped by AI-mediated discovery, agentic systems, and real-time cultural signals, organizations must modernize not only **how customer data is unified**, but **how it is operated and activated**.

Publicis Sapient's **Customer Data & Experience Orchestration** offering helps organizations transform **Adobe Experience Platform (AEP)** into a real-time engine for growth—powered by **Adobe Real-Time CDP**, **Customer Journey Analytics (CJA)**, and **Adobe Journey Optimizer (AJO)**.

We help brands move beyond static “customer 360” ambitions and instead operate continuous insight-to-action loops—activating relevance across paid media, owned channels, service interactions, and emerging AI-driven interfaces.

This is not just a technology upgrade.

It is an **operating model shift** for the age of agentic, AI-driven experiences, **designed to deliver**.

The business challenges we solve

Most customer data programs underperform not because of tooling gaps—but because speed, structure, and operating models haven't kept pace with how customers now discover and decide.

Fragmented Customer Data Foundations

Customer data remains spread across cloud platforms, legacy systems, CRMs, media platforms, agencies, and partners—preventing a trusted, actionable customer view.

Identity, Privacy & Measurement Disruption

Cookie deprecation and regulation demand new approaches to identity resolution, collaboration, and measurement—without compromising personalization or performance.

Slow, Risk-Heavy CDP Programs

Traditional CDP implementations take too long to move from ingestion to activation, delaying value and eroding executive confidence.

Agentic Systems Collapsing Timelines

AI-driven systems are compressing planning and execution cycles. To operate agentic experiences at scale, organizations need **real-time access to data, content, and orchestration**—dramatically improving speed and efficiency.

Operating Model Misalignment

Unclear ownership across marketing, media, experience, data, and technology turns CDPs into passive data stores instead of growth engines.

How Publicis Sapient helps you win

Our approach combines **operating model design, accelerated CDP delivery, identity modernization, and agentic orchestration** to deliver measurable business outcomes.

Operating Model Assessment & AEP Readiness

We assess whether your organization is ready to operate a **CDP-led, real-time experience model**.

This includes ownership, governance, ways of working, partner models, and skills—resulting in a clear operating blueprint aligned to Adobe AEP, so CDP becomes an **enterprise capability**, not just a platform.

CDP Quick Start & Acceleration

We deploy **Adobe Real-Time CDP** using our proven **CDP 360 Quick Start methodology**.

Pre-built ingestion models for **AWS, Google Cloud, and Microsoft Azure**, accelerated XDM alignment, and automation via **Slingshot AI** enable first activation in **weeks—not months**.

Experience Orchestration with AJO & CJA

We connect CDP to real-time orchestration and insight using **Adobe Journey Optimizer** and **Customer Journey Analytics**.

This enables cross-channel execution and continuous insight-to-action loops—replacing slow, static campaign cycles with adaptive experiences.

Identity, Data Enrichment & Clean-Room Activation

We modernize identity using a layered, privacy-first approach:

- ▶ **Adobe Data Collaboration** for secure activation and measurement
- ▶ **Epsilon Data** to enrich first-party profiles and improve match rates
- ▶ **LiveRamp** for neutral, ecosystem-wide identity connectivity

Together, these capabilities enable post-cookie personalization, clean-room-based measurement, retail and media network activation, and improved media performance—without exposing raw PII.

Agentic Personalization & the Future of Search

We integrate Adobe AEP with **Bodhi**, Publicis Sapient's enterprise agentic orchestration platform.

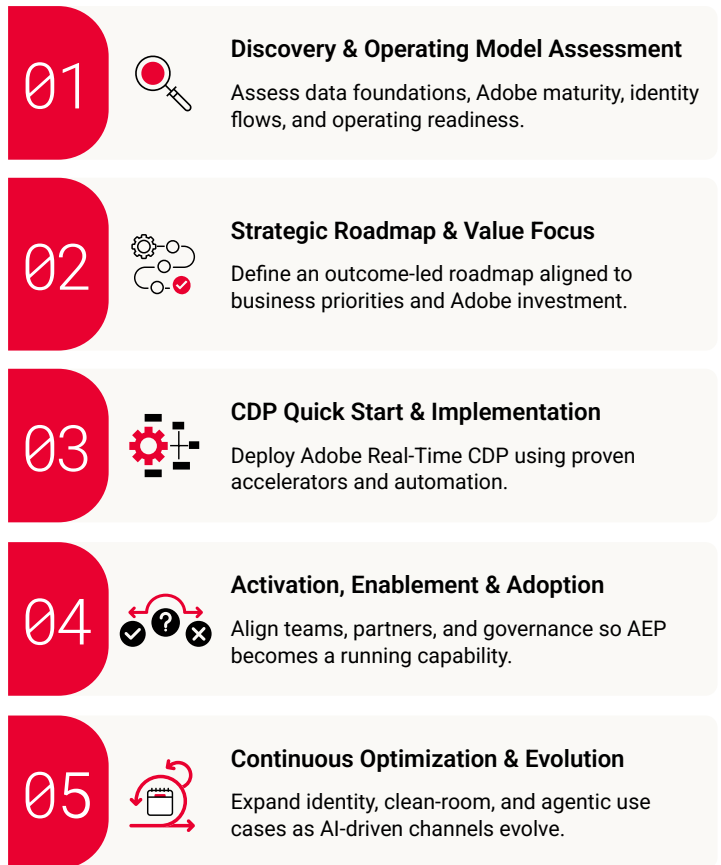
This enables agent-driven decisioning across marketing, commerce, service, and experience—supporting **Generative Engine Optimization (GEO)** and personalization across LLM-driven and conversational interfaces.

Outcome-Based Commercial Models

Where appropriate, we offer **outcome-based engagements**, putting fees at risk against agreed activation, performance, or revenue outcomes—enabled by clear operating ownership and measurable value.

How to get started

We guide organizations from assessment to scaled activation through a proven, end-to-end approach—delivering measurable value from Adobe Real-Time CDP quickly, responsibly, and at scale



Why Publicis Sapient

With deep Adobe AEP expertise, **200+ CDP deployments globally**, and a proven ability to align technology, data, and operating models, Publicis Sapient delivers outcomes—not just implementations.

Partnering with us means gaining more than a systems integrator.

You gain a **strategic ally** helping you stay relevant as timelines collapse and decisioning becomes agentic.

Let's connect

Ready to modernize your customer data foundation and activate real-time, AI-driven experiences?

Let's explore how **Publicis Sapient and Adobe** can help you achieve measurable impact—fast.

publicissapient.com/partnerships/adobe