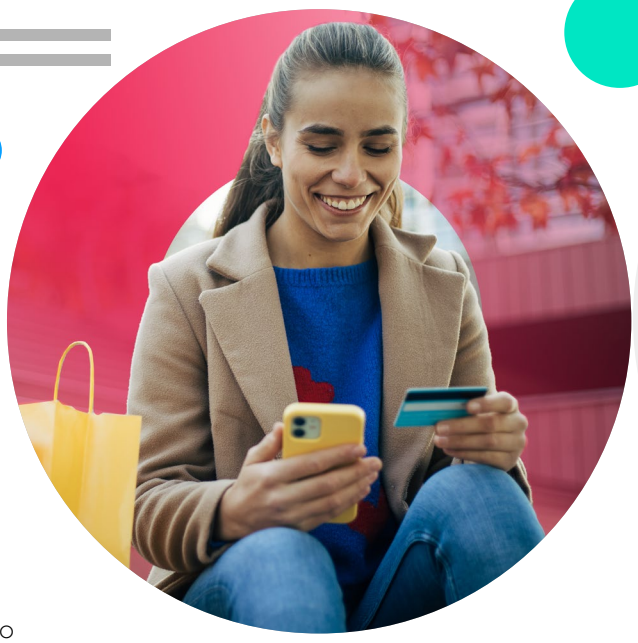
publicis sapient Google Cloud

Retail Media Network Accelerator



What Does It Deliver?

Publicis Sapient's RMN Accelerator is a differentiated solution that uncovers new high margin revenue streams, accelerates time-to-value and reduces risk in a cookieless world. It provides the foundation for a Retail Media Network (RMN), allowing retailers to monetize consumer & product data by establishing an advertising platform on their digital and physical properties. The RMN Accelerator lowers the barrier to entry for media networks to increase their presence across large and long-tail advertisers.

The Solution Provides:

- Omnichannel web application and dashboard to measure performance across campaigns, audiences, budget, and pacing
- Customer data activation and measurement, legal and privacy compliant data infrastructure enabled with signal loss and cookie deprecation (Big Query and Ads Data Hub) mitigation capabilities
- GenAI Enabled Audience Explorer and Creative
- Configurable features (e.g., customer logos, data sets, API endpoints, IAM)
- Key pre-built reports like post campaign Wrap Up and in-progress measurement
- Robust Blueprint reference technology architecture to scale a Retail Media Network
- Cloud consumption calculator to quickly determine value

What functions does it cover?

ACTIVATION	Campaign integration, orchestration & execution
CUSTOMER 360 VIEW	Unified customer view, audience segmentation
ANALYTICS	Return on ad spend, click-through rate (CTR) & other KPIs
IDENTITY RESOLUTION	Private client clean rooms, co-ops with deterministic and probabilistic matching
ENTERPRISE INTELLIGENCE	Integration to Google Marketing Platform tools & Looker for generating actionable insights
CONSUMPTION POTENTIAL	Cloud consumption potential: $250K-$1M+ Total GCP consumption & GMP licensing: $5M-$10M+
CLIENT REVENUE POTENTIAL	Retailers with $10B in revenue have an incremental revenue potential of $100M-150M

What is the Publicis Sapient RMN Accelerator?

Publicis Sapient and Google Cloud have partnered to launch a Retail Media Network (RMN) Accelerator. The RMN Accelerator enables clients to unlock new revenue streams and achieve full revenue potential, while also improving customer engagement and experience. This partnership brings together the unique offerings of Publicis Sapient, its parent company Publicis Groupe, and Google to enable "Power of One," Publicis Groupe's blend of systems integrator and media agency capabilities, across Google Cloud, Google Marketing Platform, and Google's Advertising Networks.

The RMN Accelerator lowers the barrier to entry for retail media networks to increase their presence across large and long-tail advertisers. It provides the foundation for a Retail Media Network, allowing retailers to monetize consumer and product data by establishing an advertising platform on their digital and physical properties. Following initial implementation, the Accelerator can be scaled across the enterprise in partnership with Publicis Sapient, Google Cloud, GMP, and ISV partners like the illustrative set below:

GrowthLoop

bloomreach

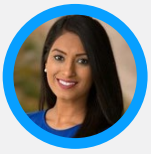
lytics

/LiveRamp

Why Publicis Sapient?

- Part of the global Publicis Groupe family with key portfolio companies including Publicis Media, Epsilon and CitrusAd bringing in expertise in media buying, selling and data capabilities.
- Not only do we understand Retail Media Networks from a data perspective, we know how data is used to enhance the customer experience and how that ties into media and other channels.
- We leverage several accelerators that allow us to deliver solutions quickly, speeding time to value.
- Have delivered bespoke RMNs on Google Cloud and have experience delivering end-to-end solutions for clients.
- Have integrated Google Marketing Platform with Retailers systems and leveraged Google Ads data hub (ADH) to deliver personalized media & closed loop measurement.
- Willing to put our fees at risk and create a win/win profit sharing or joint-venture arrangement with our clients.

LET'S CONNECT



SHARONYKA KUMAR
Group Vice President, Global Head of Google Practice
Google_Partner@publicissapient.com

For more information, visit **publicissapient.com**.

ABOUT 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**.

@2024 Publicis Sapient Corporation