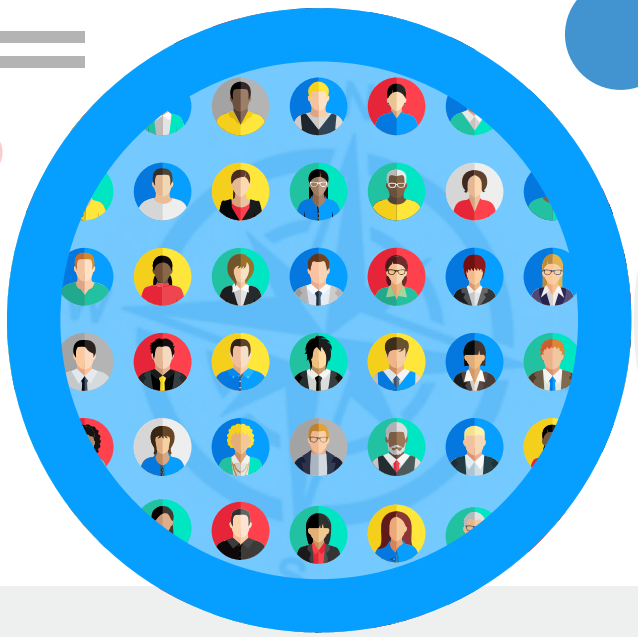
publicis sapient aws salesforce

Unified Audience Accelerator



A new era in data unification is here

In today's data-driven landscape, marketers are challenged with fragmented customer data, leading to inaccurate insights. With privacy prioritized and third-party cookies deprecated, businesses seek solutions for effective media buying while respecting privacy constraints.

Offering summary

Publicis Sapient's Unified Audience Accelerator (PS360) allows businesses to seamlessly leverage data held in Salesforce Data Cloud in AWS Clean Rooms to collaborate with their partners without having to share the underlying data. PS360 empowers businesses to match and analyze datasets, gain rich audience insights, and unlock revenue opportunities using first-, second- and third-party data. In the new cookieless landscape, marketers using PS360 can enhance data insights, improve their return on ad spend and optimize performance measurement.

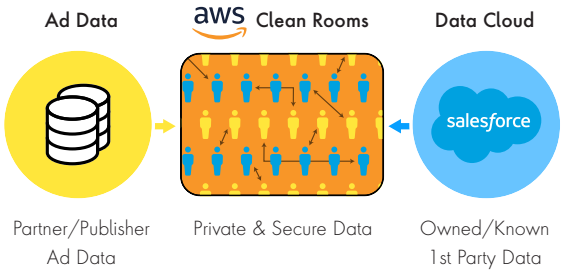
What are the benefits?

Our Unified Audience Accelerator empowers businesses to rapidly innovate and transform in today's increasingly competitive and regulatory environment.

- **Enhanced Unified Customer Insights**
  Salesforce Data Cloud unlocks your first-party data while AWS Clean Rooms provides a mechanism to enrich it with second- and third-party data, enabling a 360-degree customer view in our new cookieless technology landscape.
- **Data-Driven Decisions with Confidence**
  Implementing PS360 enables businesses to make informed decisions based on enriched customer data in a secure, governed environment, ensuring strict compliance with data privacy guidelines.
- **Targeted Advertising & Accurate Attribution**
  With PS360, businesses can leverage Salesforce CRM data to target customers and measure campaign effectiveness precisely and confidently.

What sets it apart?

Due to signal loss, increased regulation and rising customer expectations, the PS360 Audience Accelerator stands out because it combines upper-to-mid-funnel marketing objectives with mid- to lower-funnel customer engagement. It does this by enabling multi-party collaborations that generate collective insights across data types—customer, marketing, sales, service and support, third-party, partner, publisher, and advertising data—all within a privacy-enhanced, compliant environment.



Match, analyze and collaborate on collective datasets without sharing or revealing the underlying data.

Who is it for?

The Unified Audience Accelerator is ideal for businesses leveraging AWS, Salesforce or both. It empowers CMOs and CDOs to deliver meaningful, measurable user experiences while prioritizing data privacy. This robust solution caters to CMO marketing initiatives and media companies with multiple digital properties seeking to boost campaign performance.

How does it work?

By securely sharing publishers' and advertisers' data with owned first-party customer data, PS360 Audience Accelerator provides: audience overlap analysis • profile enrichment • deeper customer insights and syndication for improved marketing activation • engagement • and media performance measurement.

Salesforce Data Cloud to AWS Clean Rooms for Activation:

A Salesforce Data Cloud customer can export their customer profile information into their AWS account and prepare it for consumption in AWS Clean Rooms and activation.



Use Cases:

- Attribution Modeling: Analyzing user actions leading to conversions using pre-built path tables.
- Campaign Overlap: Understanding campaign synergy by examining how conversions result from exposure to multiple campaigns.
- Enrich First-Party User Data: Enhancing campaign data analysis by incorporating first-party user identifiers through custom variables in pixel/floodlight tags.
- Enrich First-Party Device ID Data: Improving data matching by using hashed resettable device IDs to analyze first-party collected data–without sharing underlying data–using AWS Clean Rooms.

The Power of the Partnership

As a recognized implementation-ready Zero Copy Network Partner, Publicis Sapient leverages the combined strengths of Salesforce and AWS to deliver a seamless, secure and compliant solution. Our strong partnership unlocks partner funding opportunities that help businesses accelerate their initiatives.

» **Zero Copy with Amazon Redshift and Salesforce Data Cloud**
Enable secure zero-copy data access and analysis across locations, reducing storage costs while ensuring high security and performance for streamlined, low-latency access to high-quality data in real-time decision-making.

» **Pre-Built Models with Amazon SageMaker and Salesforce Einstein Model Builder**
Accelerate time-to-value by leveraging AI/ML models for marketing, such as propensity modeling and churn scoring, to quickly experiment, train and operationalize trusted AI in a secure environment and enhance customer experiences.

» **Data Residency with Salesforce Hyperforce on AWS**
Salesforce's Hyperforce, built on AWS, ensures compliance across regions by running core services on local AWS outposts and data centers. It seamlessly operates and shares data globally while accommodating data residency and sovereignty regulations.

» **Seamless Salesforce Access via AWS Marketplace**
Salesforce is now available for purchase directly through AWS Marketplace, providing a streamlined path to adoption. Check it out at: https://aws.amazon.com/marketplace/featured-seller/salesforce

How to get started

The fastest and best way to learn how the Publicis Sapient 360 Audience Accelerator can help your business is to participate in an outcome-driven discovery workshop. This workshop, which can be conducted virtually or in person, will help align your Salesforce and AWS strategy to your business objectives. Together with Salesforce and Amazon experts, your key stakeholders will delve into your current state, use cases, envisioned roadmap and more to understand goals, identify challenges, and define near-term actions. To take the next step, please reach out to:



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For more information, scan QR Code.