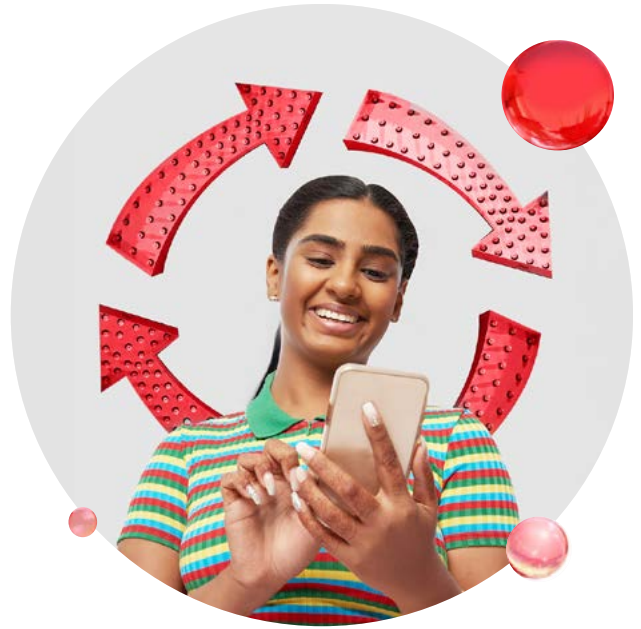


Customer Engagement

Durable Marketing

Market effectively in a changing data landscape



Offering summary

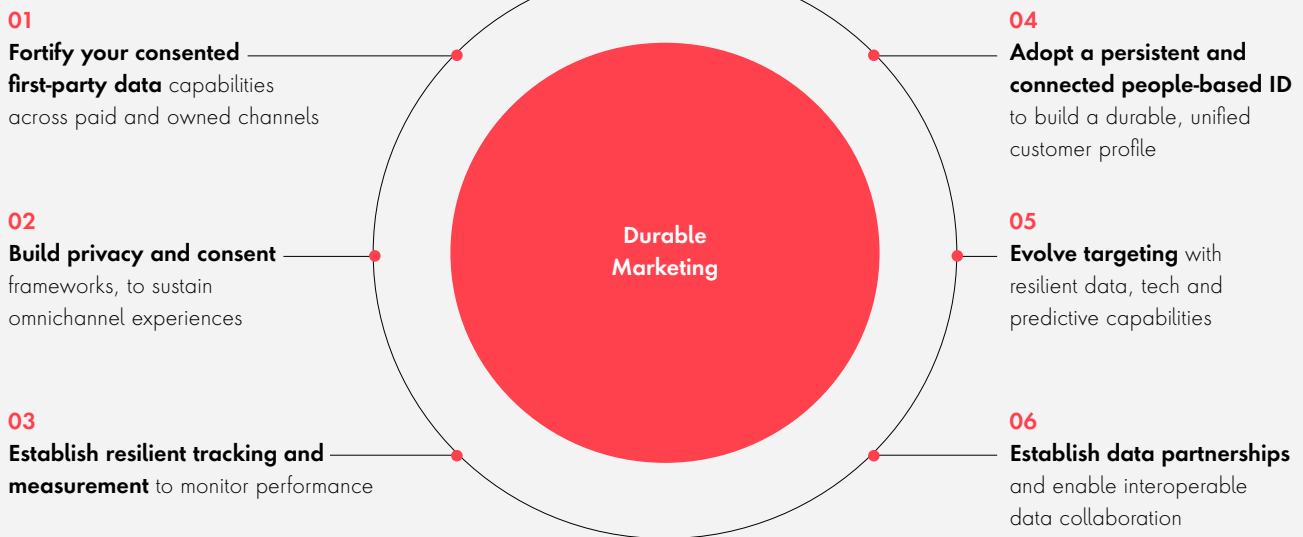
In today's evolving data environment, where customer signals are increasingly constrained, our Durable Marketing solutions equip you to reach your audience effectively, personalize interactions and measure success. Our solutions future-proof marketing strategies by leveraging consented first-party data, predictive modeling and secure data partnerships. Our approach builds resilient marketing capabilities that deliver scalable, personalized customer experiences.

Unlock resilient marketing with data-driven strategies

No single change will solve customer signal scope reduction challenges for organizations. We recognize six key elements for success:

SIX KEY ELEMENTS FOR SUCCESS

Evolving marketing strategies around durable tactics and capabilities



Our Durable Marketing solutions include:



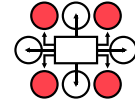
Consented First-Party Data

We help you establish systems to collect and manage first-party data responsibly, ensuring compliance with privacy regulations. Through consent and preference management platforms, supported by robust data governance frameworks, you can maintain targeting and personalization capabilities without relying on third-party cookies.



Connected Identity

We create unified customer profiles by integrating identities and data across various touchpoints. With real-time identity resolution tools, we enable precise targeting, consistent brand messaging and trust-building, all while ensuring compliance with privacy regulations.



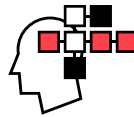
Interoperable Clean Rooms

We design and implement secure, privacy-compliant clean rooms that support data collaboration. These environments enable advanced audience segmentation, targeting and actionable insights while protecting sensitive customer information.



Data Partnerships

We identify data gaps and establish partnerships with media platforms and data brokers to enrich first-party data, expand audience reach and enhance insights—reducing inefficiencies and increasing ROI.



Predictive Modeling

Using advanced AI and predictive analytics, we optimize targeting, media efficiency and campaign performance, ensuring marketing success even with limited data signals.



Sensitive Data Exploration

We assess your existing privacy processes to identify and address high-risk data elements. By creating sensitive data catalogs and remediation strategies, we ensure compliance and reduce organizational risk.

Durable Marketing business outcomes:

Increased ROI

Boost marketing ROI by 20%-30% with efficient data utilization

Improved audience targeting

Better engage new audiences with precise strategies

Media efficiency

Minimize waste while enhancing campaign effectiveness

Privacy compliance

Protect customer trust and reduce regulatory risks

Risk mitigation

Reduce exposure to fines and legal actions by achieving compliance with evolving data privacy regulations

How we've made an impact

LEADING HEALTHCARE COMPANY

The imperative for change

The client needed to establish an enterprise-wide Consent & Preferences (C&P) platform that seamlessly integrates with existing systems and provides robust functionality across all business units to improve customer trust and uphold the brand's reputation.

The transformative solution

We designed and implemented an enterprise-wide Consent & Preferences platform tailored to the client's needs. This involved identifying and mapping all relevant data sources, integration points, business rules and processes to enable effective deployment across the organization.

The business impact

- **Achieved full integration of consent and preferences** across all business entities, covering over 20M patient records
- **Reduced regulatory risk** through automated tracking and management of consent
- **Increased customer satisfaction scores by 15%** due to transparent and seamless consent management processes
- **Cut manual consent processing efforts** and reduced customer opt-out rates by 20%

GLOBAL BEAUTY COMPANY

The imperative for change

The client needed to modernize its data privacy approach to comply with evolving regulations while maintaining marketing effectiveness and safeguarding customer trust.

The transformative solution

We conducted a comprehensive data privacy assessment to identify high-risk data elements and compliance gaps. Based on the findings, we developed and implemented a robust remediation strategy, which included enhanced data governance processes, automated compliance monitoring and secure customer data handling practices.

The business impact

- **Safeguarded over 90M customer records with enhanced privacy measures**, reducing exposure to data breaches
- **Improved operational efficiency by 25%** through the automation of data governance and compliance processes
- **Achieved a 60% reduction in regulatory risk**, avoiding potential fines estimated at \$50M
- **Maintained marketing campaign performance** by ensuring uninterrupted access to anonymized and compliant data for targeting and personalization

LEADING APPAREL COMPANY

The imperative for change

Faced with limited access to third-party data signals, the client needed to optimize its digital marketing campaigns while ensuring compliance with evolving privacy regulations.

The transformative solution

We implemented META's Conversion API solution to enhance data collection and media activation. This solution enabled more precise audience targeting, improved data accuracy and reduced reliance on third-party signals, all while aligning with privacy requirements.

The business impact

- **Achieved a 23% increase in match rates**, enabling more accurate audience targeting
- **Reduced cost per purchase by 15%**
- **Boosted attributed conversions by 29%**
- **Ensured adherence to global privacy regulations**, reducing potential compliance risks and safeguarding brand reputation

What sets Publicis Sapient apart?

Publicis Sapient offers a comprehensive approach that goes beyond media tactics, focusing on marketing, media, and privacy use cases. By mapping value drivers to specific opportunities, such as data flows, technical architecture and near-term readiness, we help clients address complex challenges holistically. Our enterprise-wide solutions are designed to scale across the organization, ensuring that recommendations are not only insightful but actionable. Through detailed roadmaps with clear milestones, we guide businesses from strategy to execution, positioning them for long-term success in a rapidly evolving digital landscape.

For more information, visit [our website](#).

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](#).