

# Media Network Accelerator



## What Does It Deliver?

The MN Accelerator is a differentiated, high-impact solution designed to accelerate time-to-value and support businesses looking to unlock new strategic media partnerships and drive sustained growth. As enterprises seek new ways to monetize their first-party data, the MN Accelerator provides a scalable, AI-powered solution that helps businesses:

- Unlock new revenue streams through media network-driven advertising opportunities
- Improve operational efficiency by automating media management and audience targeting
- Enhance customer engagement through AI-powered audience segmentation and personalization
- Strengthen partnerships with advertisers and publishers by enabling secure data collaboration

## The Solution Provides:

- **Omnichannel media measurement** – A web-based application and dashboard for tracking performance across campaigns, audiences, budgets, and pacing
- **AI-powered audience insights** – Generative AI-enabled audience exploration and segmentation
- **Advanced campaign reporting** – Automated post-campaign analysis and performance wrap-ups
- **Scalable media partnerships** – A structured framework supporting multiple categories of media collaborations
- **Composable** – Built on a modern technology stack in a composable architecture to support enterprise integrations and automation

## What functions does it cover?

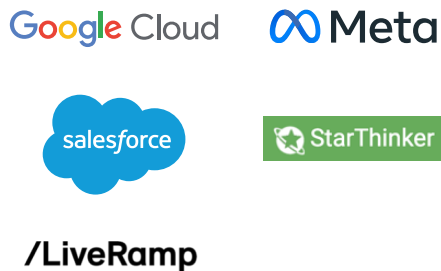
<b>ACTIVATION</b>	Campaign integration, orchestration & execution
<b>CUSTOMER 360 VIEW</b>	Unified customer view, audience segmentation
<b>ANALYTICS</b>	Return on ad spend, click-through rate (CTR) & other KPIs
<b>IDENTITY RESOLUTION</b>	Private client clean rooms, co-ops with deterministic and probabilistic matching enabling commerce and retail media partnerships
<b>ENTERPRISE INTELLIGENCE</b>	Integration to Google Marketing Platform tools & Looker for generating actionable insights
<b>CLIENT REVENUE POTENTIAL</b>	Retailers with \$10B in revenue have an incremental revenue potential of \$100M-\$150M

## What is the Publicis Sapient MN Accelerator?

Publicis Sapient and Google Cloud have partnered to launch a Media Network Accelerator. The 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 our "Power of One" vision. Publicis Groupe's blend of systems integrator and media agency capabilities, across Google Cloud, Google Marketing Platform, and Google's Advertising Networks.

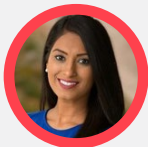
Following the initial implementation, the Accelerator can be scaled across the enterprise in partnership with Publicis Sapient, Google Cloud, GMP, and ISV partners like the illustrative set below:



## 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 cross-industry 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.
- We have delivered bespoke MN platforms that are running successfully on Google Cloud and have experience delivering end-to-end solutions for clients.
- We have integrated Google Marketing Platform with Retailers, Commerce, and Media Network enterprise systems and leveraged Google Ads data hub (ADH) to deliver personalized media & closed loop measurement.

## LET'S CONNECT



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## 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](https://publicissapient.com).