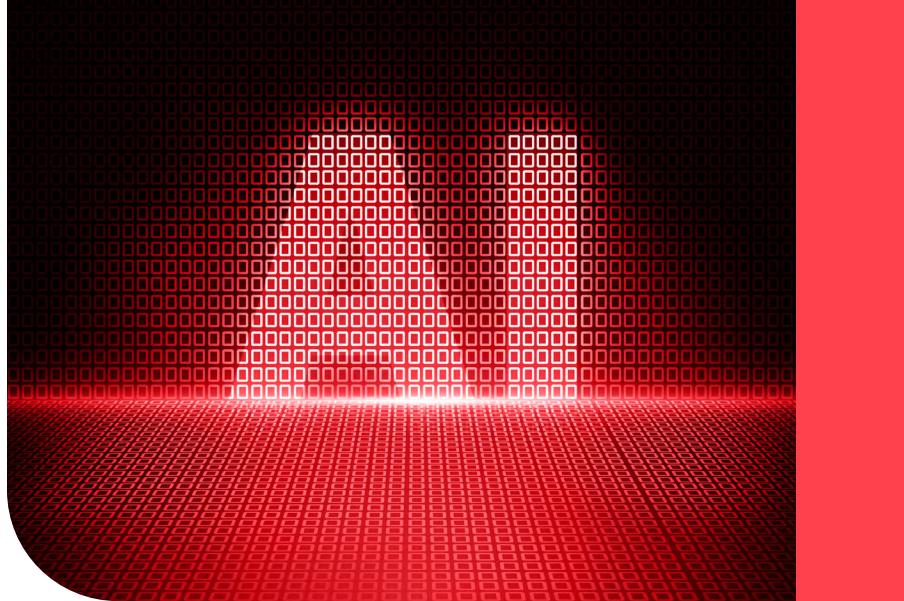publicis
sapient   aws

Sapient AI
for Marketing

Offering Summary

Use AI as a catalyst for marketing modernization.

Enhance your marketing performance with AI to optimize your content development lifecycle and audience insights. Our scalable solutions—built on AWS services such as Amazon Bedrock, Amazon EKS, and Amazon OpenSearch—leverage retrieval-augmented generation to enable hyper-personalization, chatbots, and data-driven customer segmentation, resulting in improved campaign performance. Redefine your approach to marketing with AI to drive revenue, speed, and cost savings at scale.

Solving digital transformation challenges

As brands drive towards personalization and global outreach, it puts immense pressure on marketing operations.

74%
of companies have not developed the necessary capabilities to move beyond proofs of concept to generate ROI

70%
of marketing leaders says generative AI will significantly transform content production in the next two years

71%
of CMOs prioritize personalized messaging, yet only 27% feel confident delivering it at scale

59%
of marketers says disconnected content systems are slowing down delivery and impact

Elevate your marketing efforts

Today's marketers are under pressure to deliver more content, faster. But fragmented tools, disconnected data, and complex workflows often slow them down — making it harder to launch campaigns on time and efficiently.

Sapient AI for marketing can supercharge your marketing organization's speed, revenue, and efficiency.

Our AI-powered solutions address key opportunities

Content strategy and planning

Make smarter content decisions from the start. Align your strategy with real-time insights, streamline planning with AI-assisted workflows and unlock audience-level intelligence that drives relevance at scale. Our consultants help you unlock value through AI for content marketing and real-time optimizations to drive business goals. We know where to apply AI and how to deliver results.

Content production

Scale content without compromising quality. From copy to creative, AI-powered marketing automation accelerates delivery of personalized assets—adapted to every channel, market and audience segment.

Activation and measurement

Get more from every campaign. Optimize content in real time AI for marketing automation, measure performance across channels and demonstrate marketing ROI with precision analytics and AI-powered insights.

AWS + Publicis Sapient advantage

Premier tier partner: Publicis Sapient is an AWS Premier Tier Services Partner with deep expertise in AI, data, and cloud transformation.

AWS technology integration: Solutions leverage Amazon Bedrock, Amazon EKS, Amazon OpenSearch, and AWS data services to deliver scalable, secure, and compliant AI capabilities.

Real-world impact (customer snapshots)

Home & Villas by Marriott

The imperative for change:

- Travelers struggled to find the right vacation home due to an overwhelming number of listings

- Marriott needed a more intuitive, efficient way for consumers to find their ideal vacation property

The transformative solution:

- We developed a search tool using LLM's to interpret natural language and recommend properties.

- The tool interprets natural language queries, offering personalized property suggestions from over 150,000 rentals

The business impact:

- 40k+ searches informed next season's marketing strategies

- Gen AI product rollout in 3 months to 1 year

- Visits from search at all-time high since Jan 2023 (March 2024 vs. Jan 2023)

- Users saved 2x more properties using AI search

Global pharmaceutical company

The imperative for change:

- Pharma content creation for marketing and medical teams is mostly outsourced to various agencies, mainly for U.S. brands. The current volume is inadequate for personalized campaigns, particularly for non-U.S. content due to lower budgets and limited content reuse

- AI enables this client to equip its colleagues (e.g., ex-U.S. marketers, medical team) and agency partners with a new tool for creating personalized content, supporting its transformation into a customer-centric PharmaCo

The transformative solution:

- We developed two proprietary generative AI tools for this client to help improve their efficiency

- The first is a generative AI tool for marketing, designed to empower marketers in generating personalized banners, emails and core visual aids at scale. This tool facilitates international expansion, localize content and efficiently repurpose existing content

- The second tool is specifically crafted for the creation of medical PowerPoint content. It summarizes medical publication content and automatically compiles the summary into a PowerPoint slide template, serving as a first draft

The business impact:

Our client was able to identify a 35% - 45% cost reduction on select content creation tasks and copywriting across the organization:

- >$100M annual savings once scaled within the organization in 1 year

- ~20% comes from cost reduction due to timesaving for content generation (lower agency spend)

- ~80% comes from cost avoidance by enabling 4-5x higher content volumes needed to empower all brands and countries to engage customers (HCPs/patients) with the required content

Global consumer goods company

The imperative for change:

- Generate personalized content at scale

The transformative solution:

- Used AI and machine learning to provide dynamic content generation on the company's own properties

- Created a solution to personalize customer journeys based on data and audience segmentation

- Harnessed the power of AI to reduce manual content creation

- Optimized content quality and usage based on real-time consumption

The business impact:

- 50% reduction of manual content creation for product descriptions/ benefits

- Higher quality and quantity of traffic to own property based on relevant organic search data.

- 50% reduction in time for content creation to publishing

Key business benefits

- High-quality content creation at scale

- Faster campaign velocity

- Better customer engagement and analytics

- Accurate, secure data search powered by AWS

- Increased efficiency across marketing operations

- Unified view across fragmented customer and campaign data

- Future-ready content supply chain

What sets Publicis Sapient apart?

Publicis Sapient brings a unique combination of expertise, experience and capabilities to harness the power of AI for marketing:

- We have an unmatched understanding of our clients' data and content which enables us to unlock new value through our deep expertise with today's large language models (LLMs)

- Our solutions are end to end, from strategy to implementation. We bring deep technical expertise and business knowledge, ensuring our solutions are practical and focused on delivering business value

- Unlike other systems integrators, our position within the larger Publicis network means that we can easily integrate your customer data and evolve your omnichannel marketing, making transformation seamless

- Publicis Sapient has longstanding relationships with major partners offering foundational models including Amazon Web Services.

- We are proven experts – named a 2023 Market Leader in Generative AI by HFS Research

- We've led by example, pioneering our own generative AI strategy and, delivering successful services like AskBodhi, PSChat and PS AI Labs

Next Steps

Contact us to schedule an AWS + Publicis Sapient AI for Marketing Workshop or explore the **Bodhi AI Content Suite demo** on AWS Marketplace.

For more information, visit **publicissapient.com/sapient-ai/ai-solutions**

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.**