



Artificial Intelligence

# AI for Marketing

## Offering summary

### Use AI as a catalyst for marketing modernization

Enhance your marketing performance with AI, powered by Google Cloud’s cutting-edge technologies. Optimize your content development lifecycle using Gemini’s generative AI capabilities for hyper-personalized content creation. Gain deeper audience insights with Vertex AI’s advanced machine learning, enabling data-driven customer segmentation. Engage customers with intelligent chatbots built on Dialogflow CX, streamlining conversations and automating responses. Our scalable solutions deliver improved campaign performance—driving revenue, speed and significant cost savings.

## Solving digital transformation challenges

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

**MARKETERS TODAY...**

			
Struggle with having to do more with less (lack of budget/resources)	Miss opportunities for personalized content due to inefficient content creation processes	Face difficulties in accurately identifying and targeting the most valuable customer segments	Are overwhelmed by the need for 24/7 customer support without adequate resources

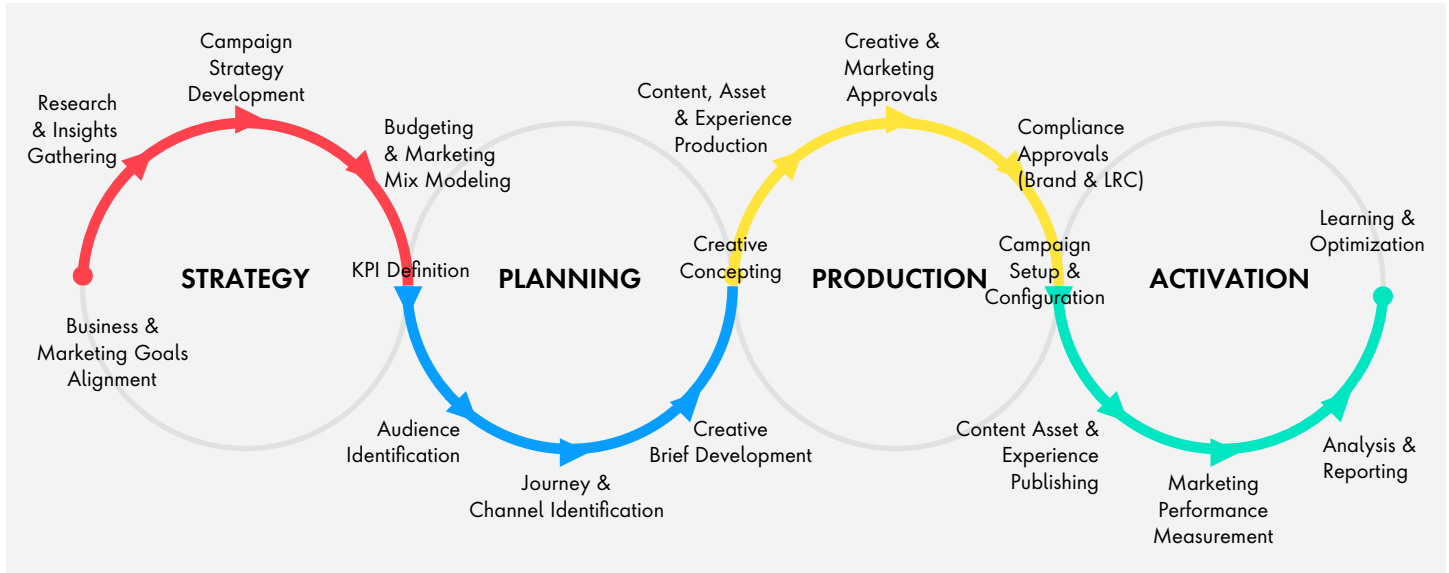
## Elevate your marketing efforts

- Generative AI, powered by Google Cloud’s Gemini, can supercharge your marketing organization’s speed, revenue and efficiency.
- Leveraging Gemini’s capabilities for rapid content creation and Vertex AI for optimized campaign management, you can streamline the entire marketing lifecycle and achieve greater results.



## Our AI-powered solutions address the key areas of opportunity within marketing, including:

**AI content development lifecycle:** Struggling with fragmented content processes, slow creation times, and high costs? Many brands face inefficiencies in their content supply chain, missing opportunities for personalization. Google Cloud's AI solutions, powered by Gemini and Vertex AI, can transform your content development lifecycle. Generate text and image content that leverages your company's assets, brand guidelines, and regulatory requirements, significantly reducing costs and accelerating content generation.



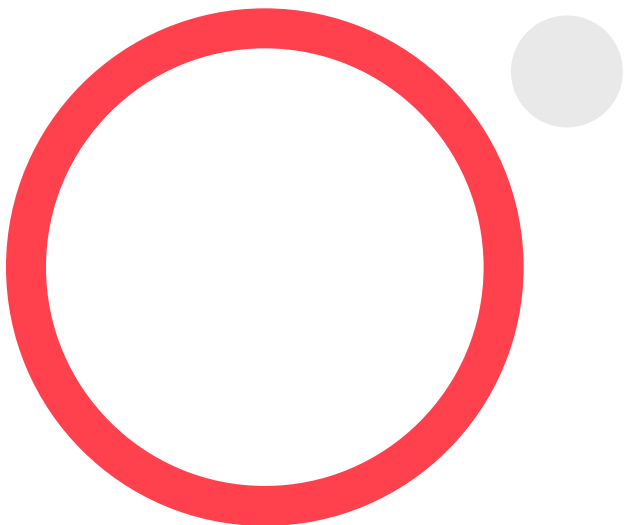
**AI media optimization:** Maximize your media ROI with Google Cloud's Vertex AI. Gain precise insights into market trends and consumer behavior, enabling smarter media planning and more effective budget allocation. Make data-driven decisions for optimal campaign performance.

**AI-powered audience segmentation:** Unlock the power of hyper-personalization with AI-powered audience segmentation using Vertex AI. Uncover hidden patterns in your customer data to create highly targeted campaigns that resonate and accelerate the path to purchase. Deliver the right message to the right customer at the right time.

**AI chatbot:** Elevate your customer experience with a sophisticated AI Chatbot built on Dialogflow CX. Provide real-time, personalized support 24/7, freeing your team to focus on strategic initiatives. Increase customer satisfaction and build stronger relationships.

## Benefits of AI for Marketing:

- Increased efficiency of your marketing organization
- Time and cost savings
- High-quality content creation at scale
- Better engagement
- Enhanced analytics
- More accurate searching



## How we've made an impact:

### 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**

## 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, Microsoft and Google
- 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

For more information, visit [publicissapient.com/partnerships/google](https://publicissapient.com/partnerships/google).



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

