

# THE CLEAR PICTURE

Publicis Sapien and Adobe:  
Transforming real-time data  
into customer delight



Real-time data is the key to knowing your customers and where their journey will take them, although the availability of consumer data is changing rapidly. With new privacy legislation and the decreased availability of third-party tracking, traditional means of gathering data to inform your decisions are becoming less effective and reliable.

A Consumer Data Platform (CDP) addresses this challenge by connecting a company's own first-party data with second- and third-party data in real time, creating actionable insights that deliver more value for your customers and clearer strategies for you.

**With the integrated customer-data solutions of Publicis Sapient and Adobe, instead of guessing the next step on the customer's journey, you'll be there to meet them.**



## Why today's market requires a CDP

### 1 **Smart, effective interactions require a clear view of each customer.**

Customer data continues to expand across an ever-increasingly fragmented ecosystem of channels, applications, and groups. With that change comes better tools for integrating multiple sources of data – first-, second-, and third-party – that create real-time snapshot of your customer.

### 2 **Consumers demand connected and seamless experiences throughout their journey.**

The very way your company delivers experiences is changing with new consumer demands, and often, this means transforming a myriad of distinct systems and processes into a platform of integrated experiences powered by data at the core. Fluid access to current customer data is the key to orchestrating and delivering relevant, personalized messages that meet today's consumer expectations.

### 3 **You require a higher ROI on marketing investments.**

Real-time data gives you the ability to rapidly test and develop immediate insights throughout the journey that can instantly be put to use through segmentation and dynamic audience creation, driving better performance and outcomes. Using a CDP, companies improve customer outcomes by infusing shared intelligence and triggers into traditionally disparate applications, such as e-commerce and marketing, systems of acquisition, systems of retention, data management platforms, and customer relationship management systems.



## Adobe Experience Platform – a modern CDP

Adobe Experience Platform (AEP) builds on traditional CDP approaches with an open and extensible platform that stitches together known and unknown customer data from across the enterprise, creating unified real-time customer profiles, orchestrating journeys with continuous intelligence and governance, and activating personalized experiences across any Adobe Experience Cloud or non-Adobe channel.

### WITHIN THE ADOBE EXPERIENCE CLOUD:

**Adobe Audience Manager (AAM)** users can activate segments against walled gardens by sharing audiences between AEP and AAM.

**Adobe Campaign Standard (ACS)** users can create audiences for email campaign execution, as well as orchestrating individual journeys using real-time customer profiles.

**Adobe Target (AT)** users can access real-time customer profile data from AEP to rapidly test and learn, driving better decisions and personalization from within AT.

Beyond Adobe Experience Cloud activations, AEP has over 200 prebuilt integrations for non-Adobe activation destinations and an open API architecture for extending AEP anywhere.



### STREAM DATA

#### Known and unknown data

Financial  
Operational  
Transactional  
Behavioral  
Third-party



### UNIFY PROFILES AND ORCHESTRATE JOURNEYS

#### Adobe Experience Platform

Experience data model  
Governance and privacy controls  
Marketer-focused AI/ML  
Real-time customer profiles  
Journey orchestration  
Customer journey analytics



### ACTIVATE AUDIENCES

#### Adobe Experience Cloud

Adobe Campaign  
Adobe Target  
Adobe Audience Manager  
Third-party and custom apps

Power unified customer profiles



Simplify data modeling  
Streamline governance  
Enable real-time insights



Deliver personalized experiences anywhere

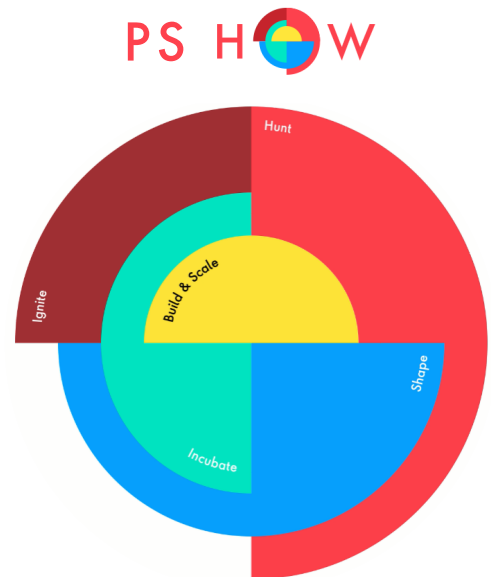


## An outcome-oriented approach

AEP can enable a wide variety of use cases across the end-to-end customer journey, increasing engagement, improving conversions, and building loyalty. Publicis Sapient believes all technology discussions should begin with the end in mind – understanding the outcomes you are looking to achieve – which is why we created and use the PS HOW framework.

Depending on where you are in your journey, we can assist you in identifying the largest opportunities to transform your business through our Ignite and Hunt activities. For clients who have already determined their vision, we work with them to prioritize the most valuable customer journeys to explore through Shape activities. Once the priorities are determined, we work to Incubate solutions through technology Proof of Concepts (POCs) to enhance confidence in the viability of the solution approach.

The result leads to investing in Build & Scale activities that deliver real outcomes.



### AEP in action

The use cases for Adobe Experience Platform are abundant across industries, functions and the end-to-end customer journey.



#### **MEDIA AND MARKETING**

A CDP can assist with media activities including search engine optimization, targeted media, behavioral marketing, lead generation and brand management.



#### **DIGITAL EXPERIENCE**

CDPs enable all aspects of the digital experience – from personalization to user experience to product selection and fulfillment.



#### **CUSTOMER LOYALTY**

Assemble up-to-date profiles to provide insights about valuable customers, enhance loyalty programs and provide excellent service.



## PS is here to help

Our team of data engineers, data scientists and marketing experts from across Publicis Groupe work closely with your marketing, business and IT teams to design, implement and sustain your CDP solution. Our services include:

### Big data engineering

Big data is the lifeblood of effective business decisions. We help clients to collect, cleanse, store and aggregate first-, second- and third-party customer data from ad impressions, e-commerce, digital interactions, transactions, social and even from the Internet of Things.

### Customer identity mapping

Customer identity is the key to targeted, impactful marketing, but customers must trust that their data is secure and protected. We stitch together customer data both deterministically and probabilistically for different use cases, giving marketers what they need while building trust among customers.

### Master data management

Data straddles various applications and systems within a business, making it difficult to have a single version of the truth. Through master data management, we help companies to maintain customer, product, location and other data to enable a single cohesive view.

### AI/ML development

Every organization must become a technology organization to survive, and that involves adopting emerging technologies including artificial intelligence (AI) and machine learning (ML). Our platform capabilities allow clients to build, test and deploy AI/ML models at scale and feed the outcomes to other tools and APIs.

### Channel integration

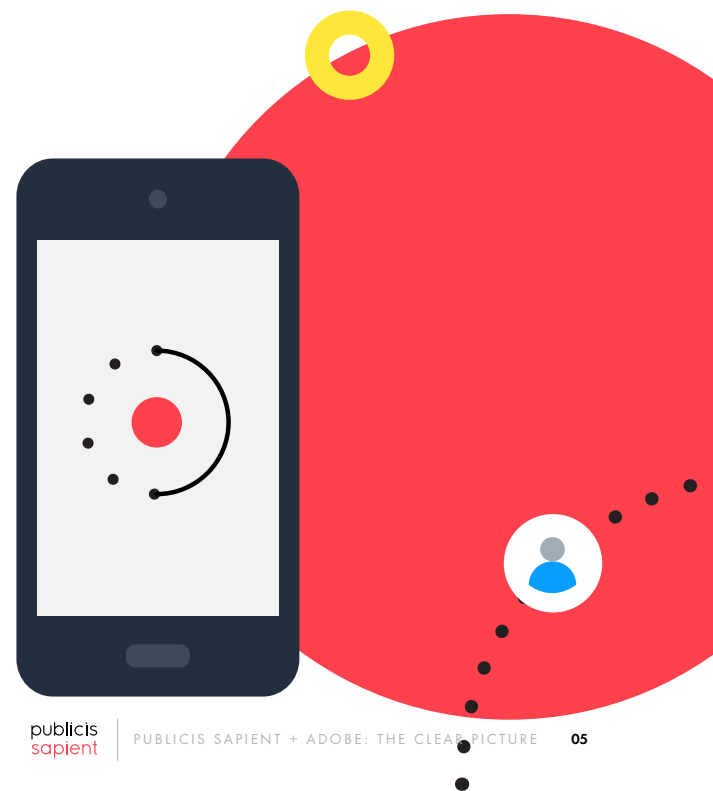
Integrating channels – web, mobile, e-commerce ads, store, customer experience and marketing – and layering in the outputs from the AI/ML engine can improve segmentation and personalization to drive better campaigns and customer activation.



## Publicis Sapient: Your partner in digital transformation

Publicis Sapient is a globally managed Platinum Adobe Solution Partner with multiple Adobe Specializations and a deep talent pool of Adobe Experience Platform certified resources. Publicis Sapient has a strong history of implementing Customer Data Platform solutions and has a history of innovating with Adobe prior to and since the general availability release of Adobe Experience Platform in 2019. Industry analysts have independently recognized Publicis Sapient as a global leader in Adobe Implementation Services and a good fit for companies with data-driven engagement models and strong brand differentiation.

We're the right choice to help you get from now to next while maximizing your Adobe investments, transforming your data into a strategic asset, and ultimately driving more relevant real-time customer engagement across all of your digital products and channels. Adobe has named us their Partner of the Year seven times – a feat no other Adobe partner has achieved.



## LET'S CONNECT

Discover how to fully harness your data sources and create real-time customer profiles with Publicis Sapient and Adobe.

Contact us for a review of how our capabilities and Adobe Experience Platform solutions can empower your decision-making and delight your customers.



### VISHNU INDUGULA

Senior Vice President, Adobe Practice

[vishnu.indugula@publicis.com](mailto:vishnu.indugula@publicis.com)



### DANA DECKER

Director, Business Development, Adobe Practice

[dana.decker@publicissapient.com](mailto:dana.decker@publicissapient.com)

For more information about Publicis Sapient + Adobe and how we can help, visit [publicissapient.com/partnerships/adobe](https://publicissapient.com/partnerships/adobe).

## 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).