

# Personalization



## Offering summary

Transform your organization to drive personalization at scale and deliver real returns. Create richer, more meaningful connections with your customers by knowing them, anticipating their wants and seamlessly communicating with them across channels. From strategy to organizational enablement and execution to technology implementation, our Personalization solutions enable value realization.

## Solving digital transformation challenges

**Most brands struggle to realize the value potential in personalization while customers increasingly expect personalization—making improvement an imperative.**

Of customers surveyed, 66% expect companies to understand their personal needs and expectations\*. In search of deeper customer relationships and higher customer lifetime value, large companies have invested millions in personalization technology. But despite years of effort, the **personalized customer experience remains frustratingly out of reach for most**. Simply ignoring personalization is not an option. In fact, pressure is increasing as customers expect ever more personalized experiences delivered seamlessly in their channels of choice.

**So, what's gone wrong? Key drivers of underperformance include:**

- Lack of clearly defined personalization strategy
- Disconnect between Business, Marketing, Tech and Data functions
- Lack of customer-centric operating model
- Data and technology fragmentation
- Limited segmentation

## What people think it is...

### Strategy & Experience

...to meet customer expectations and deliver value to the organization

- Comprehensive vision and value case
- Omnichannel experience and journey design
- Customer segmentation and intelligence around needs and intent

### Tools & Platforms

...to enable experiences and optimize performance

- Customer Data Platform
- Decision Engine & orchestration
- MarTech stack
- KPIs, dashboards and value realization

### Always-on Personalization

...enabled by AI/ML

- At the right time
- With the right message
- To the right person

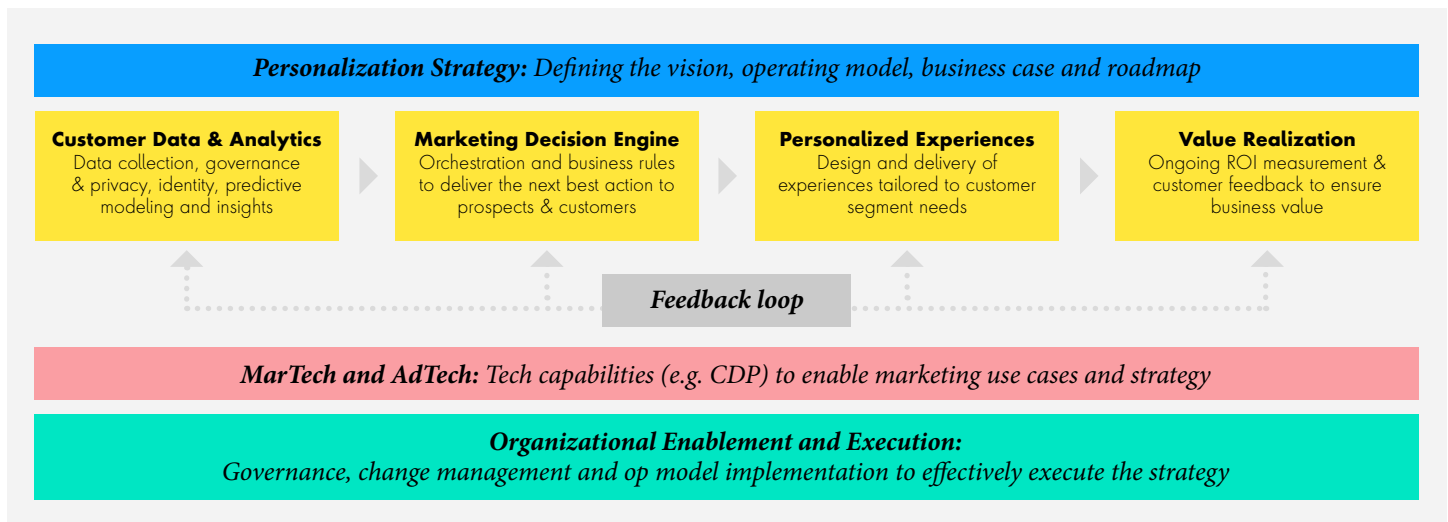
### Op Model

...for a customer-centric organization

- Customer-Centric Op Model
- Agile Marketing processes with cross-functional teams
- Marketing/Sales/Tech/Data/Service alignment

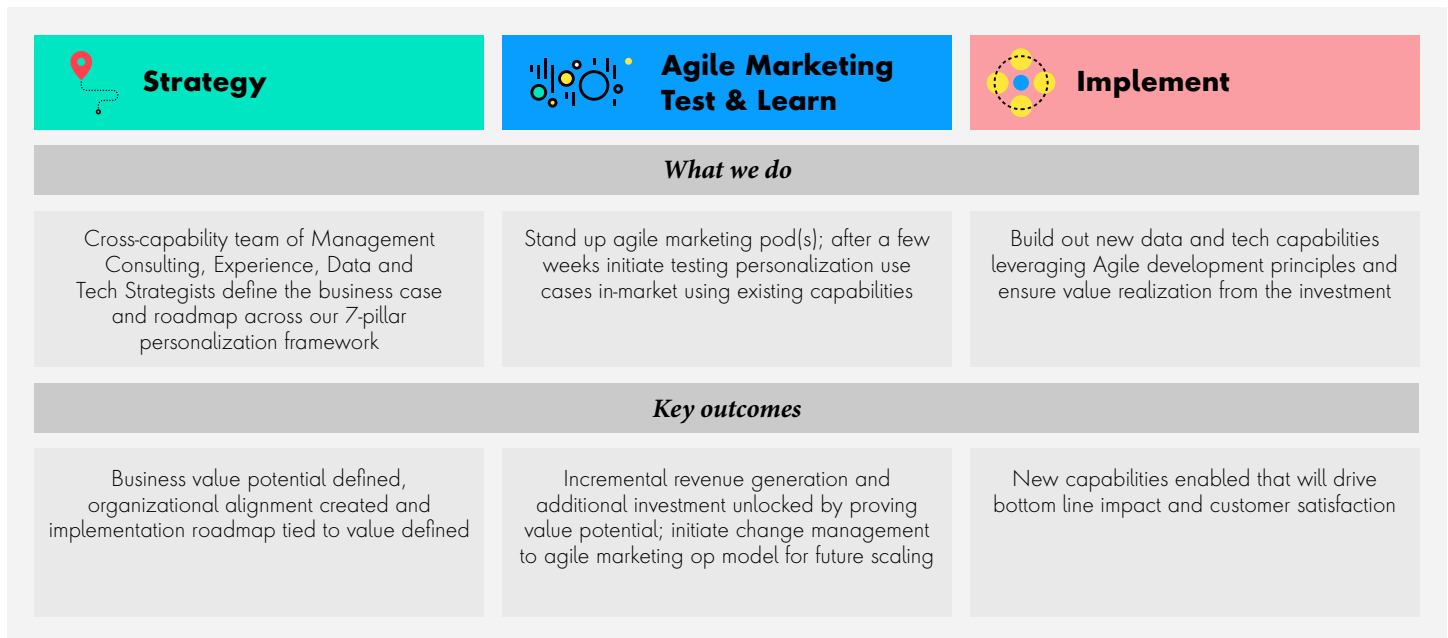
## What is required...

## We apply a comprehensive 7 pillar framework to define and prioritize target state capabilities and where to invest



## Change the narrative with Publicis Sapient's Personalization offering

Our agile, customer-centric operating model puts the customer first and ensures cross-functional collaboration and alignment by optimizing your existing capabilities and prioritizing investments based on value. Using a proven 'test and learn' execution model, we enable efficient optimization, refining the strategy, roadmap and data technology capabilities to implement based on learnings.



## Publicis Sapient's full suite of Customer Engagement offerings tie directly into our Personalization solution and set your company's personalization strategy up for success:

- 1. Customer Data Platform (CDP):** Bring together all relevant data to create a unified view of the customer.
- 2. Data Monetization:** Turn your first-party data from a cost center into a revenue-generating asset.
- 3. Digital Identity:** Plan for a cookieless future by enhancing your data strategy to enable hyper-personalization across external and internal experiences with full journey data.
- 4. Customer Loyalty:** Reimagine your customer loyalty strategy with a holistic, systematic approach from experience design to redemption.

## It pays to personalize—benefits include:

- Increased revenue
- Higher customer retention
- Increased brand affinity
- Increased advocacy from customers
- Increased marketing spend efficiency
- Reduced customer acquisition cost

## What sets Publicis Sapient apart?

- We have several accelerators to support creating your personalization strategy, executing use cases and building and scaling personalization capabilities.
- We have deep relationships with partners across the MarTech ecosystem.
- We enable brands to deliver personalized omnichannel experiences and build customer loyalty that leads directly to incremental earnings and customer lifetime value.
- We bring cross-functional teams across Strategy, Product, Experience, Engineering and Data & AI to deliver integrated and comprehensive solutions and bridge the gap from strategy to execution.
- We bring together the strength of the entire Publicis Groupe, including Media expertise, Digital Identity and Third-Party Data solutions.
- We offer a full and complementary portfolio of customer engagement solutions to support you wherever you are in your personalization and broader customer engagement journey.

## How we've made an impact

### GLOBAL RETAILER

#### The imperative for change:

- Siloed teams and a fragmented customer experience.
- Customer segments and needs were not well understood.
- No clear linkage between vision and short-term value creation.
- Disconnected data and time-consuming insight generation.

#### The transformative solution:

- Defined a vision for personalized customer marketing and created top-down opportunity sizing to get the organization excited about the program.
- Set up four cross-functional pods to operate with new agile marketing processes and test personalization use cases in-market.
- Aligned multi-year value capture plan with sprint-level planning and targets.
- Stood up customer marketing data testing environment to enable pod teams to generate insights on-demand and measure the impact of use cases.

#### The business impact:

- **~\$2B value capture opportunity over the next five years.**
- **\$135M+ incremental revenue captured in six months.**
- **5% lift in average order value vs. baseline.**



### GLOBAL PHARMA COMPANY

#### The imperative for change:

- Struggling with market performance and new challenger brands.
- A lack of customer centricity.
- Slow internal processes and systems were limiting personalization.
- Siloed workstreams were unable to communicate roadblocks.

#### The transformative solution:

- An integrated, data-driven, personalized marketing experience to boost customer engagement and conversion:
  - Precision targeting of audiences
  - Compelling, personalized content
  - Intelligent omnichannel delivery
  - Strategic customer data

#### The business impact:

- **~\$700M estimated impact over three years.**



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## How we've made an impact *(continued)*



### BEAUTY CARE BRAND

#### The imperative for change:

- Unable to deliver one-to-one marketing.
- No single view of the customer with consumer data fragmented by brands/channels.
- A lack of integration between customer relationship management and personalization platforms.
- Disconnected marketing execution and ops.

#### The transformative solution:

- CDP implementation.
- Omnichannel personalization.
- Prioritized and executed five use cases in-market.



#### The business impact (for prioritized use cases tested):

- **57% increase in post-purchase sales.**
- **52% conversion rate increase in replenishment use case.**
- **32% incremental sales for at-risk use case.**

## LET'S CONNECT



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## WHY 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).