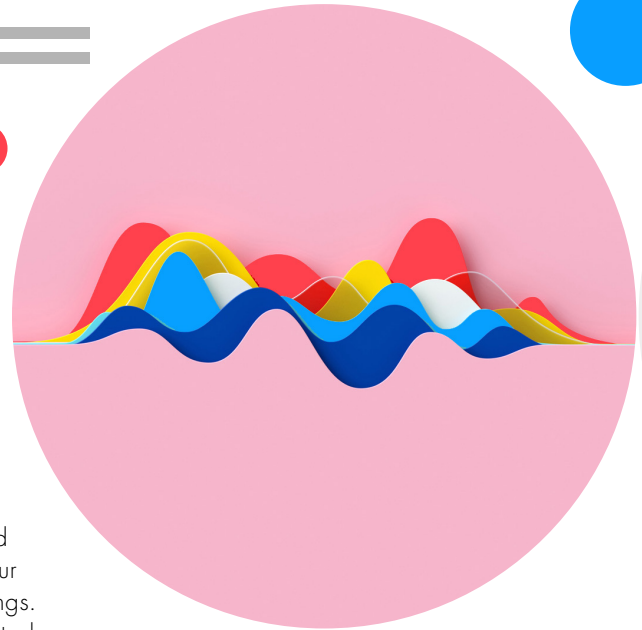


# Data Monetization



## Offering summary

Leverage first-party customer data to drive new sources of revenue. Beyond traditional loyalty programs, dive deep into expanding and diversifying your data usage in an impactful way with our Data Monetization service offerings. From media network implementation to enterprise optimization, our integrated solutions break down silos, help to gain a deep understanding of your data and drive meaningful growth through relevant, personalized customer engagement and business optimization.

## Solving digital transformation challenges

Data monetization clears a path to better business outcomes in an environment which is growing increasingly protective of personal data.

With the eventual deprecation of 3rd party cookies, an increasing amount of privacy legislation and ongoing platform changes, brands with strong first-party data—collected in a privacy- and consent-compliant way—have a distinct advantage. This data can be valuable for enhancing personalization and customer experience, and be used to generate new revenue streams.

Leverage the building blocks of data monetization with an end-to-end approach:



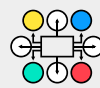
### Strategy

Identifying the business case and ways your organization can monetize data.



### Technology

Designing, building and implementing the solution.



### Marketplace Access

Connecting the data channels relevant to advertisers.



### Management & Operations

Managing the monetization solution.

## A diverse Data Monetization opportunity

Generate revenue from your existing data, create new data products and improve your current business with ever-evolving opportunities to use artificial intelligence and machine learning.

There are five main ways:

- Data marketplaces and data sharing (leveraging clean rooms)
- Media networks
- Loyalty programs
- Financial services
- Enterprise optimization

## Benefits of Data Monetization:

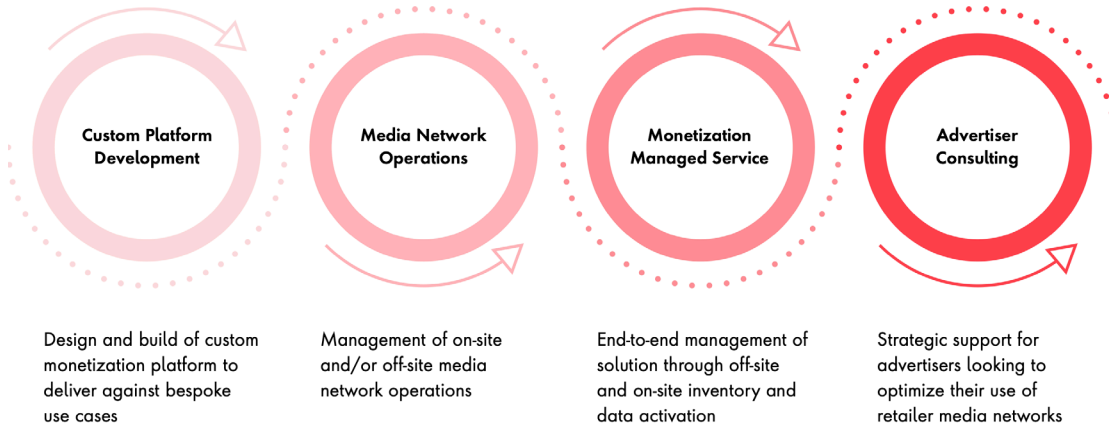
- Realize new and often higher margin revenue streams in production within weeks.
- Drastically increase customer and prospect impressions, improving identity and preparing for cookieless transitions.
- Drive greater return on test and learn dynamic creative and orchestration outcomes.
- Provide advertisers with access to real people with high-fidelity audiences.
- Reach audiences at scale wherever they are in the digital ecosystem.
- Give advertisers a way to hold media accountable by connecting the buy to sales impacts (online + offline) and close the loop.

## Publicis Sapient is uniquely positioned for Data Monetization

Monetize customer data to unlock new and higher margin revenue streams. From strategy to design and build, we bring together the strength of the entire Publicis Groupe and its unique ecosystem to enable a holistic strategy, technology and organization structure.

- Publicis Groupe is one of the largest buyers of digital media in the world, accounting for 1 in 3 media dollars purchased in North America.
- Unique combination of digital media expertise plus AdTech, customer data and identity management.
- Extensive partnerships with leading technology alliances.
- Proven track record across industries.

### Our modular capabilities support end-to-end delivery



## How we've made an impact

### LARGE U.S. GROCERY CHAIN

#### The imperative for change:

- Decouple dependency on "black box partner technology" to regain control over data and reporting.
- Develop new capabilities such as selling bespoke audiences for incremental sales.

#### The transformative solution:

- Design and build an entire stack comprising AdTech, MarTech and Commerce tech.

#### The business impact:

- Enabled technology for Retail Media Network for a top 3 grocery chain with multiple brands. (Design & Build)
- Revenue Opportunity ~\$1B target. (\$350m to \$400m for on-site alone)

### LEADING DEPARTMENT STORE

#### The imperative for change:

- Shift from low maturity to a complex multi-channel media network.
- Stand up and run offsite media network operations from scratch.

#### The transformative solution:

- Support technology choices plus run and operate platform and operations.
- Publicis Groupe engagement for media buy and sell side through different agencies.

#### The business impact:

- Running & operating full-scale Retail Media Network
- Ranked #3 Retail Media Network by Insider Intelligence in March 2022.
- Recently reported \$100M annual retail media.

(continued on next page)

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



### MULTINATIONAL FOOD & RETAIL GROUP

#### The imperative for change:

- Identify channel growth opportunities of existing multi-brand retail media offerings unlocking existing revenue ceiling.

#### The transformative solution:

- Built strategy and vision, including blueprint and technology design for building CPG self-service and reporting tools.
- Modeled build & scale business and financial benefits.



#### The business impact:

- **Currently in full build and launch.**
- **Revenue Opportunity: ~\$1B by 2025.**

## 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).