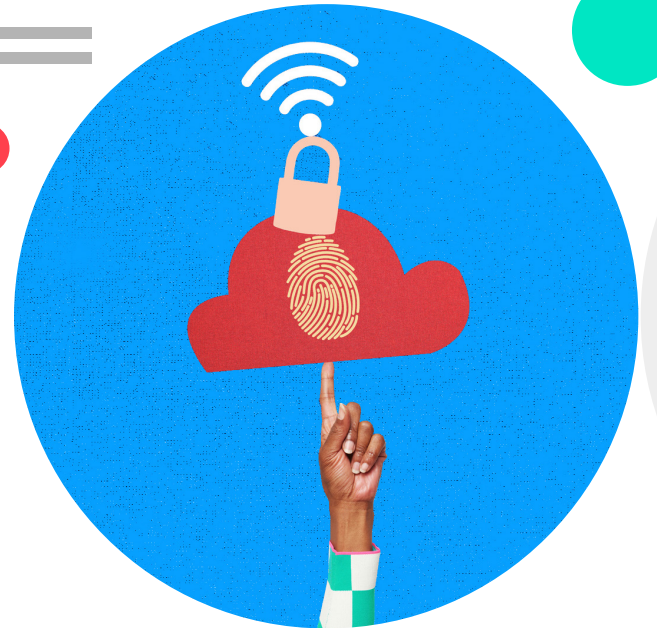


Digital Identity



Offering summary

While the global digital ecosystem is at an inflection point—with the challenge of consumers demanding more privacy and control of their data and the changing regulatory landscape—advertisers are faced with previously unseen opportunities. The demise of relying on “cookies” as the primary means of tracking user activity and personalizing digital experiences opens the door to new ways to engage with consumers. To thrive in this cookieless world, brands need to adapt to the changing ecosystem, embrace new capabilities and break silos to work seamlessly across their organization.

Our approach to your cookieless strategy is our digital identity offering, which involves delivering a prioritized set of customized recommendations—including a financial impact analysis and roadmap for execution—which enable hyper-personalization across external and internal experiences with full journey data.

Solving digital transformation challenges

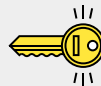
By 2030, half of the world’s B2C brands will stop retaining customer data, due to unmanageable compliance costs, and attempt to regain customers’ trust*. Soon, companies will no longer be able to rely on cookies to provide information about customers and prospects—information that’s vital to maintaining customer-centricity.

Preparing for a cookieless world



Data availability

With the decline of third-party cookies, third-party data segments may become limited or obsolete in certain contexts.



Activation

Audience suppression, retargeting and personalization are affected. Reliance on first-party data and contextual targeting will increase.



Measurement

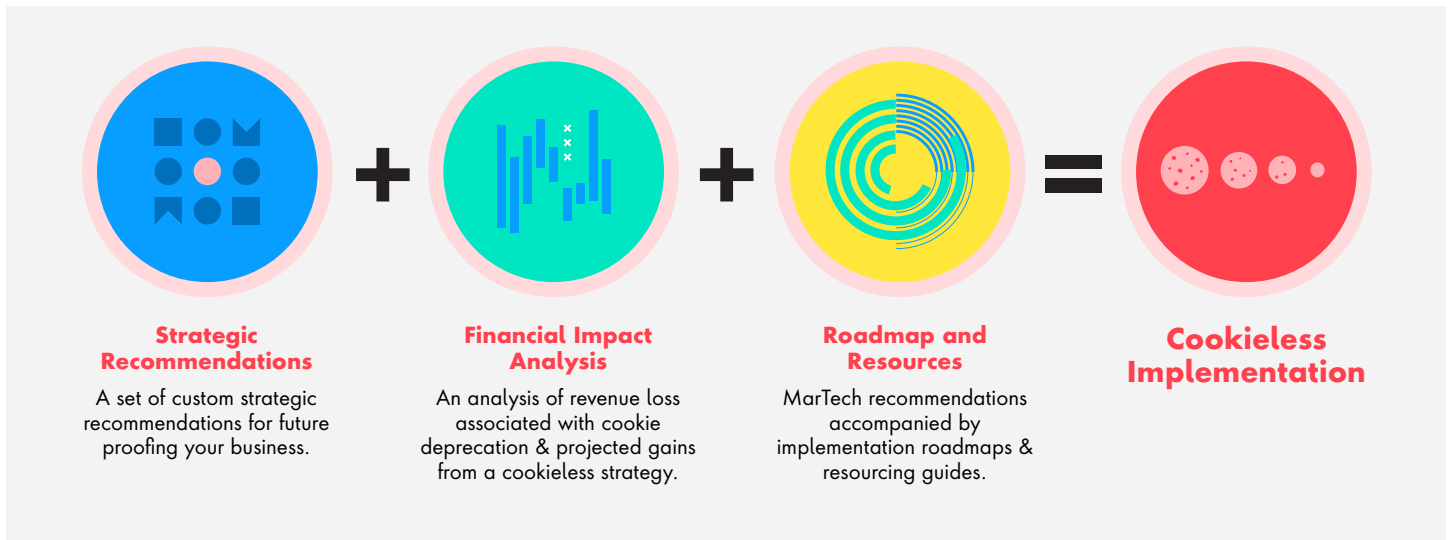
Advertisers will no longer be able to leverage third-party cookies to track ad exposure. Reliance on aggregated metrics and probabilistic modeling will increase.

The impacted tactics of a cookieless world account for over 75% of all digital marketing ROI. Without a cookie replacement solution in place, companies will no longer be able to use the core marketing capabilities, including personalization, measurement and modeling, that they have relied on for years. For large brands, that could mean hundreds of millions of dollars lost.

*Gartner Predictions Report, 2022

Digital Identity—a strategy for the cookieless future

Our Data Identity service offerings can help your brand make the switch from cookies to identifying real people based on a more robust set of identifiers.

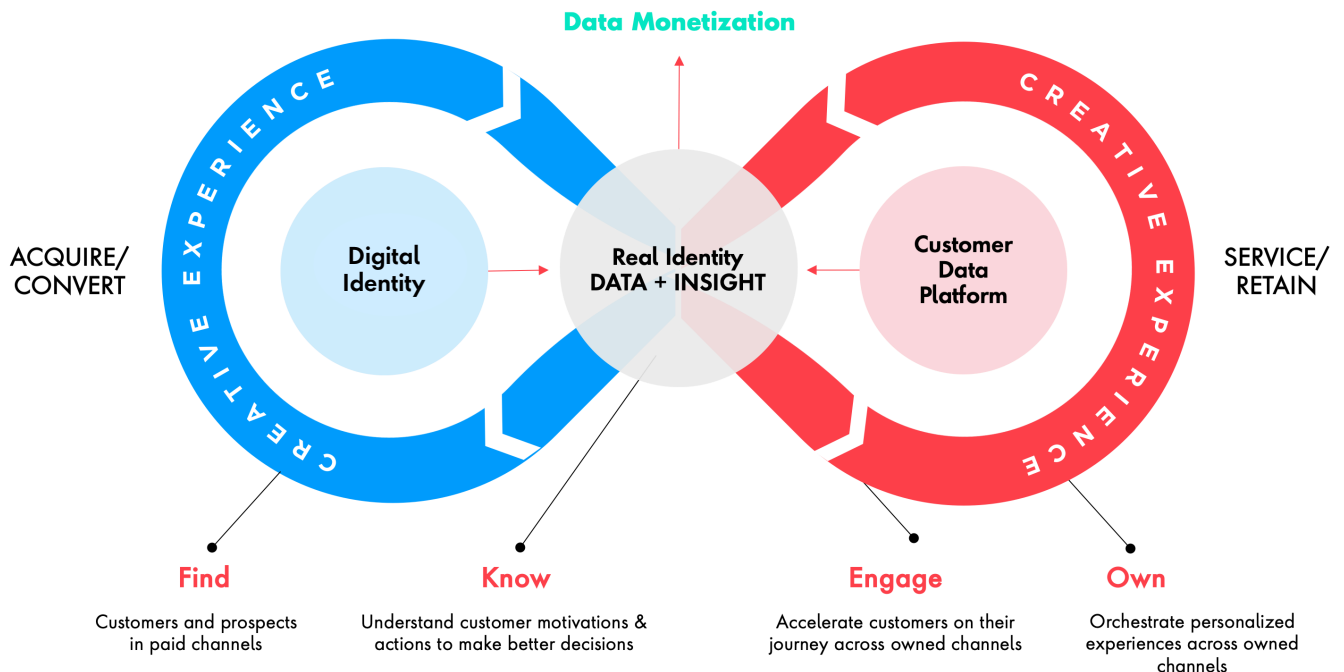


Benefits of implementing a digital identity strategy

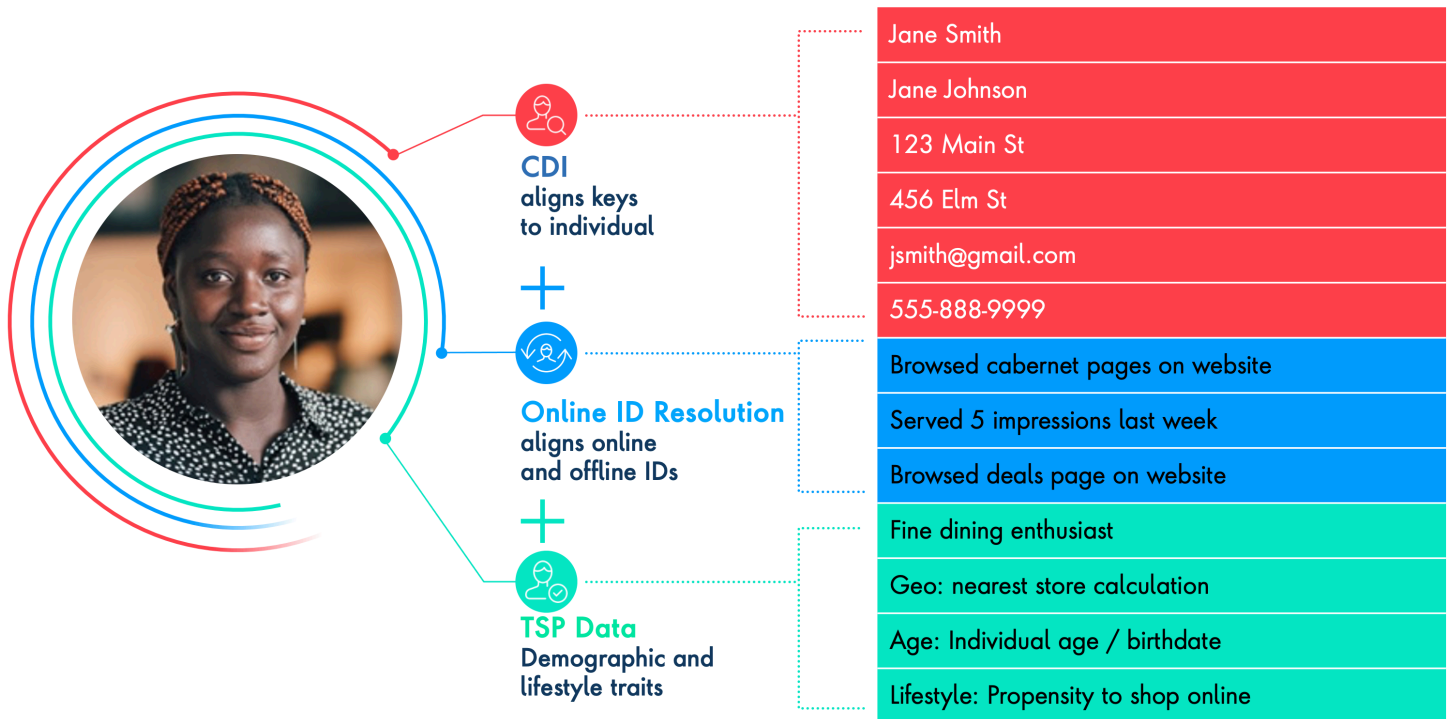
- Increase customer trust with respect to data privacy
- Improve campaign results with hyper-personalization
- Maximize campaign ROI and opportunity to target new audiences
- Enable data-driven marketing with an accurate data foundation
- Improve activation with advanced hygiene capabilities
- Decrease duplicate customer IDs and waste elimination through ID resolution
- Optimize targeting through holistic identity resolution
- Enrich customer experiences and future-proof your business

Build your complete customer engagement data solution with Publicis Sapient

- **Customer Data Platform (CDP):** Bring together all relevant data to create a unified view of your customer.
- **Data Monetization:** Transform your first-party data from a cost center into a revenue-generating asset.



The result—an enriched 360-degree consumer view



Publicis Sapient is uniquely positioned for Digital Identity

From roadmap to design and build, we bring together the strength of the entire Publicis Groupe and ecosystem to enable a holistic strategy, technology and organizational structure.

- Drive growth through our end-to-end solutions via our proven strategy, product, engineering, experience and data capabilities.
- Enable tailored, individualized solutions for your organization based on your existing tech stack, objective and needs.
- Leverage the expertise of our partnership with Epsilon, a leading data provider, and various leading platform providers to implement the right strategy, data and technology.

How we've made an impact

LARGE DELIVERY-SERVICES PROVIDER

The imperative for change:

- The impending deprecation of third-party cookies was a significant cause for concern because much of the company's MarTech capabilities and digital marketing strategy relied on cookies.

The transformative solution:

- Worked to understand everything the team did that relied on cookies, from the processes to the technology.
- Stressed the importance of improving the value exchange with customers to get more information directly from customers with permissions.
- Suggested building an ID graphic in their customer data platform and leveraging a strategic data enablement partner to integrate with the CDP.
- Recommended the company enhance its MarTech stack, for example, with a service ID tagging tool.

The business impact:

- **23% potential marketing revenue loss identified**
- **80% potential recovery of at-risk revenue**
- **40% potential incremental revenue lift over three years**



LET'S CONNECT



RAY VELEZ

Executive Vice President | Data & AI, Customer Engagement
ray.velez@publicissapient.com



KYLE BECKER

Director of Business Development, Customer Data
kyle.becker@publicissapient.com



CRAIG HOOPER

Director of Business Development, Customer Data
craig.hooper@publicissapient.com

For more information, visit publicissapient.com/solutions.

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.