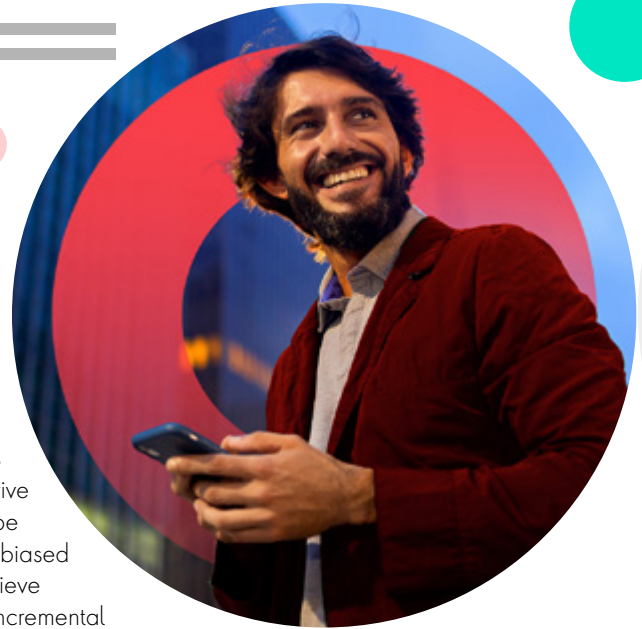


# Publicis Sapient + Adobe: Value Realization



## Offering summary

Publicis Sapient + Adobe can help your organization realize value across channels to deliver better experiences, increase customer retention and drive higher return on investment. By combining our expertise in delivering Adobe technologies, with the implementation of an agile operating model that is biased for delivering incremental revenue for your business, we can help you achieve greater return on investments (ROI). This is accomplished through driving incremental revenue via enhanced customer engagement across personalized campaigns and use cases, loyalty programs, eCommerce platforms, and alternative revenue models.


## Publicis Sapient and Adobe help brands realize the value potential of their Adobe technology investments.


Many of our customers invested millions in their technology stacks with the goal of driving greater digital revenue. However, despite these investments, the promise of ROI has yet to be realized. This is due in part to functional silos within organizations, which have made it difficult to engage customers and drive value both for them and for the business.


Moreover, consumers are becoming increasingly demanding and quick to switch brands, making it more challenging than ever to achieve loyalty. As a result, there is mounting pressure to make the right investments in marketing technology and commerce in order to unlock their full value.


### Several common reasons why brands struggle to deliver value from Adobe investments:


KEY FAILURE POINTS

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**No clear or agreed business case tied to investments**  
Businesses leap head-on into standing up expensive data and tech capabilities without assessing, establishing and agreeing org-wide on how they will drive value from those investments.
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**Unclear path to activating mar-tech and customers**  
Lack of a coherent approach (process, people) to leveraging mar-tech to drive customer engagement, measure impact, and continually drive value.
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**Organizational misalignment**  
Pockets of the activation, measurement and enhancement process sit within functional silos requiring focus, coordination and prioritization that is typically hard to attain unless there is management buy-in.
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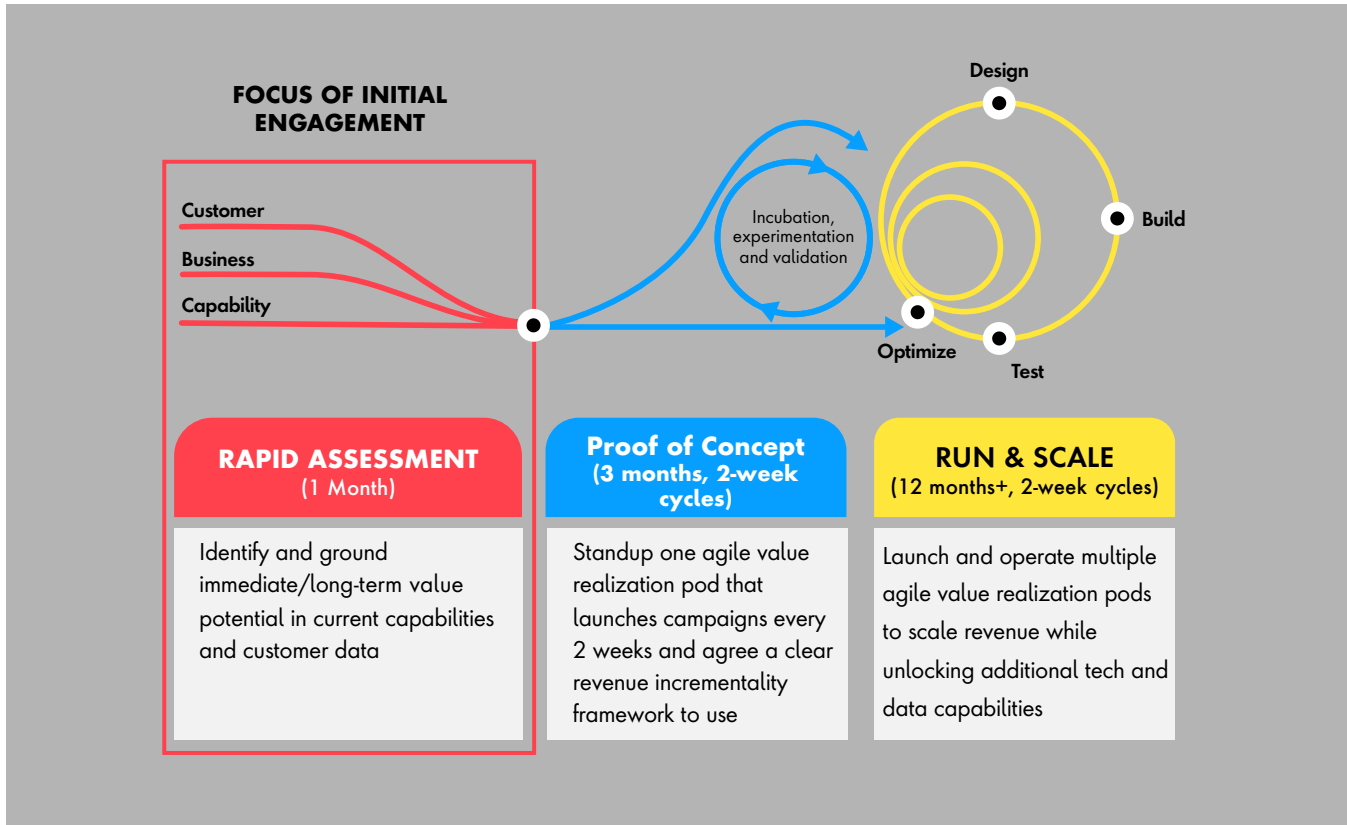
**Tech roadmap not informed by business and/or customer value**  
Tech teams building “shiny toys” not necessarily prioritized for driving the most impactful business results, making it harder to justify future investments in more advanced technologies.
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**Fragmented customer data that lacks richness**  
Customer data critical for activation sits within silos, lacking a full 360 view with rich attributes, e.g., demographics, and channel preferences, that allow for more meaningful interactions to drive higher conversion.

To overcome these challenges, brands should focus on establishing clear value and ROI metrics, developing a comprehensive strategy for Martech activation and customer engagement, fostering organizational alignment, ensuring the tech roadmap aligns with business and customer value, and investing in data consolidation and enrichment efforts.

## Our comprehensive approach to drive value from Adobe investments

Publicis Sapient brings our interrelated set of SPEED capabilities, merging Strategy, Product, Experience, Engineering, Data to identify challenges and opportunities. We deploy a clear process and governance practices to quickly unlock customer and business value and execute value realization initiatives with speed, agility and reliability.



## How we've made an impact

We've driven in-year revenue for several of our clients with the Adobe stack.



**World's largest retailer of diamond jewelry**

Defined the vision and strategy; currently partnering to execute personalization sprints focused on two key segments: bridal and fashion

**+\$500M**  
revenue opportunity over 3-5 years

**+\$60M (20% ahead of plan)**  
incremental revenue in year 1



**US hardware and home improvement store**

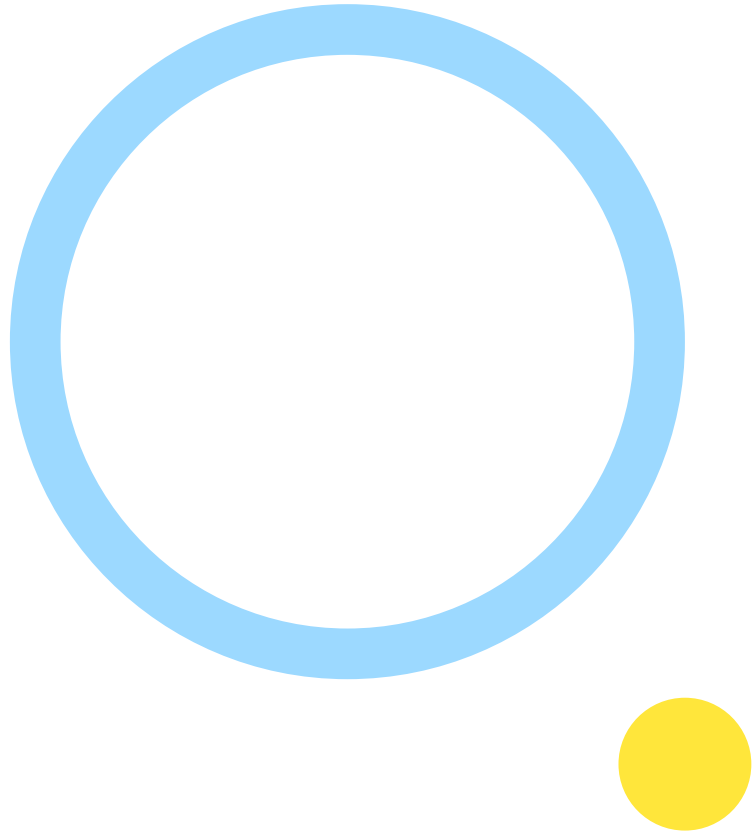
Developed the value case for eCommerce and identified personalization as one of the quick wins

**\$120M**  
unlock of total commerce opportunity over 5 years

## What sets Publicis Sapient and Adobe apart

Publicis Sapient is a 12+ year Adobe partner. We bring deep experience decoding your business challenges and implementing Adobe solutions that fit into your technology ecosystem. Our skilled teams bring industry expertise, extensive knowledge of the entire Adobe suite and proven approaches for delivering measurable value fast.

We have several accelerators to support creating your personalization strategy, executing use cases and building and scaling personalization capabilities. Our complementary portfolio of customer engagement solutions supports you wherever you are in your personalization and broader customer engagement journey. Together with Adobe, we enable brands to deliver personalized omnichannel experiences and build customer loyalty that leads directly to incremental earnings and customer lifetime value.



### LET'S CONNECT

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

### 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).