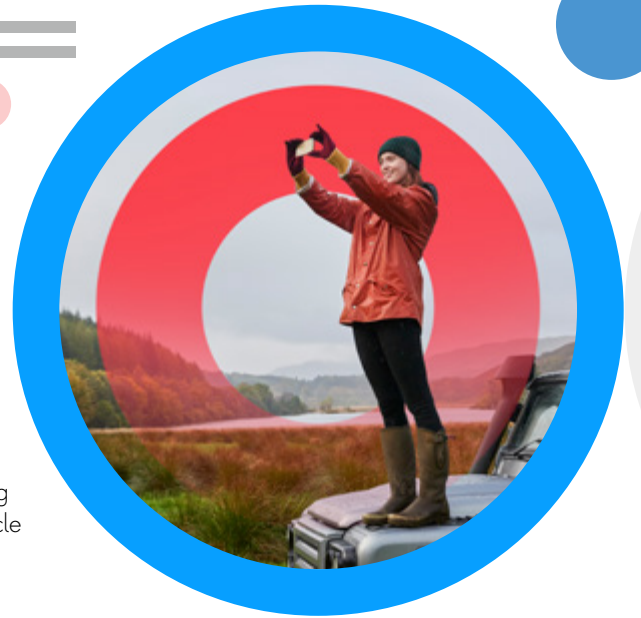


Seamless Ownership & Lifecycle Optimization

Powered by Adobe Experience Cloud

A combination of market forces is creating a new era in automotive customer experience and unlocking new opportunities for aftermarket sales and services. To capture this emerging market opportunity, automotive brands face mounting pressure to deliver seamless, personalized journeys throughout the entire vehicle ownership lifecycle. But siloed data and owner interactions, legacy systems, and the rapid pace of technological change make it difficult to meet rising customer expectations.



- » The average age of US vehicles on the road now 12.6 years
- » The average revenue per dealership service visit increased 30% from 2019 to 2023
- » 48% of customers had at least one frustration related to their service experience
- » EV Repair Costs 28% Higher than ICE Vehicles

- **Seamless Ownership & Lifecycle Optimization** is a solution from Publicis Sapient, powered by Adobe, and designed to help automotive brands maximize customer lifetime value by delivering intelligent, connected owner experiences at every touchpoint.

Solution summary

Seamless Ownership & Lifecycle Optimization combines Publicis Sapient's deep automotive industry expertise and strategic consulting capabilities with the power of Adobe Experience Cloud, the world's leading platform for delivering personalized customer experiences at scale.

By unifying customer data, leveraging AI-powered insights, and orchestrating personalized interactions across all channels, **Seamless Ownership & Lifecycle Optimization** empowers automotive brands to:



DEEPEN CUSTOMER RELATIONSHIPS

Anticipate needs, deliver hyper-relevant experiences and content, and build lasting loyalty by leveraging Gen AI to understand individual preferences and needs.



UNLOCK NEW REVENUE STREAMS

Using AI-powered predictive capabilities, identify opportunities for proactive service, targeted recommendations, and personalized upselling of products or services.



FUTURE-PROOF YOUR BUSINESS

Adapt to the changing automotive landscape with agile, data-driven solutions that continuously learn and adapt.



What are the benefits?

- » **Enhanced Unified Customer Insights**
Combine Adobe's realtime customer profiles with Publicis Sapient's data strategy and activation expertise to gain a 360-degree view of your customers.
- » **Data-Driven Decisions with Confidence**
Make informed decisions based on enriched customer data, ensuring strict compliance with data privacy guidelines.
- » **Targeted Advertising & Accurate Attribution**
Leverage Adobe's industry-leading advertising and analytics solutions to precisely target customers and confidently measure campaign effectiveness.

What sets it apart?

Seamless Ownership stands out by combining upper-funnel brand building with mid-to-lower-funnel customer engagement, especially of vehicle owners and operators. It's powered by **Publicis Sapient's SPEED framework**:



- » **Strategy:** Defining a clear vision, roadmap, and operating model for your ownership experience transformation.
- » **Product:** Designing innovative solutions that leverage the full power of Adobe Experience Cloud
- » **Experience:** Creating engaging, personalized owner and dealer experiences that drive satisfaction and loyalty.
- » **Engineering:** Delivering robust, scalable solutions built to last.
- » **Data:** Unlocking the power of your data to drive insights and personalization.

Publicis Sapient brings essential capabilities, assets, and solutions in support of **Seamless Ownership & Lifecycle Optimization**. Our established partnerships with Adobe and others ensure this capability is accelerated. We have extensive experience leading transformations and building experiences that capitalize on emerging automotive industry opportunities.



Who is it for?

Seamless Ownership & Lifecycle Optimization is ideal for automotive brands using or considering Adobe Experience Cloud or seeking to enhance their ownership experience capabilities. It empowers **CMOs, CIOs, CDOs, Customer Experience Leaders** and **Heads of Aftersales** to deliver exceptional experiences while prioritizing data privacy.

How does it work?

Seamless Ownership & Lifecycle Optimization tightly integrates Adobe Experience Cloud with existing data sources and marketing technologies, creating a unified platform for orchestrating personalized customer journeys from awareness and consideration to servicing and purchasing and through retention.

Key capabilities include:



- » **Data Unification & Identity Resolution:** Connect data from Adobe Experience Platform, Salesforce, and other critical systems to create a single customer view.
- » **AI-Powered Insights & Segmentation:** Uncover hidden patterns, predict behavior, and create highly targeted segments using Adobe Sensei.
- » **Journey Orchestration & Personalization:** Design and deliver personalized experiences across web, mobile, email, in-vehicle systems, and more using Adobe's industry-leading tools.
- » **Performance Measurement & Optimization:** Continuously measure and optimize campaign performance using realtime data and insights.



The Power of the Publicis Sapient & Adobe Partnership

Publicis Sapient and Adobe have a strategic partnership that combines deep technology expertise with industry-leading solutions to help businesses succeed in the digital economy.

» Deep Expertise & Proven Solutions

As a 12+ year Adobe Platinum Solution Partner and 7x Partner of the Year, Publicis Sapient has unparalleled expertise in the Adobe Experience Cloud, delivering bespoke solutions for Fortune 500 companies.

» Accelerated Time to Value

Publicis Sapient's proven accelerators enable rapid and efficient solution deployment, leading to faster time to market, quicker ROI realization, and a competitive advantage for clients.

» Holistic Transformation

Publicis Sapient leverages the strengths of the Publicis Groupe ecosystem to deliver end-to-end digital transformation, ensuring seamless integration of Adobe solutions into broader business strategies for maximum impact and sustainable growth.

» Shared Vision for Customer-Centricity

Publicis Sapient and Adobe are committed to empowering brands to deliver exceptional customer experiences, designing solutions with the customer at the core to foster loyalty, drive revenue, and future-proof businesses in a rapidly evolving digital landscape.

Together, we provide the experience, scale, and innovation to help automotive brands transform their customer experiences and thrive in the age of AI and data.

Ready to accelerate the business impact of your vehicle ownership experience capabilities?

Contact us today to learn more about [Seamless Ownership & Lifecycle Optimization](#) from Publicis Sapient and Adobe and schedule a personalized demo.

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For more information, please visit 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.