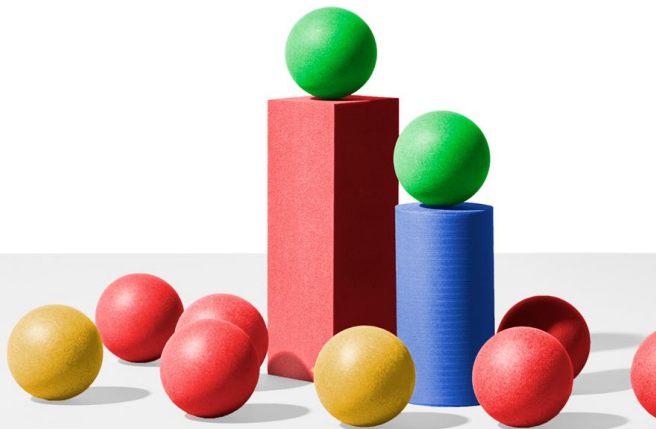


CUSTOMER DATA ARCHITECTURE

GET TO KNOW YOUR CUSTOMER

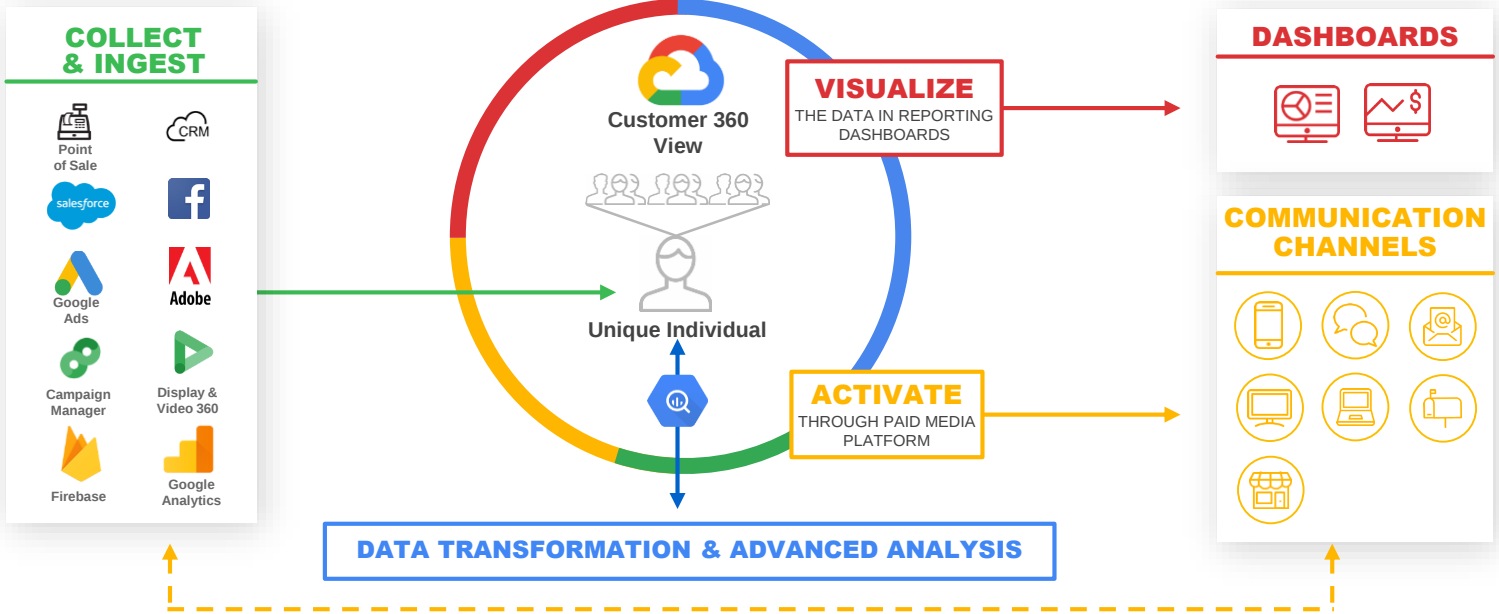


Enable real-time, **audience centric marketing** and **personalization** across channels
by leveraging integrated customer and enterprise data

CHALLENGES IN THE MARKETPLACE

 DECENTRALIZED DATA	 FRAGMENTED ID ECOSYSTEM	 DISJOINTED CUSTOMER EXPERIENCES	 TECHNOLOGY SILOS
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BUILD A 360 VIEW OF CUSTOMER



- 1 Gather data from source systems and aggregate**
- 2 Create buyer personas via advanced analytics**
- 3 Connect with consumer**
- 4 Measure results & optimize**

OUR RESULTS

- Single view of the customer
- Reduce media wastage
- Free up 10-20% of digital media budget
- 5-10% growth in revenue from media management

Contact Us: googlecloud@accenture.com

GET TO KNOW YOUR CUSTOMER

OUR OFFERINGS:

**CONSULTING
SERVICES**

**IMPLEMENTATION
& SUPPORT**

**EXECUTION &
ACTIVATION**

GETTING STARTED:



DISCOVERY



WORKSHOP



POC

OUR CLIENTS

L'ORÉAL

**GLOBAL INSURANCE
PROVIDER**

swinton
insurance

WHY ACCENTURE AND GOOGLE



Faster time-to-market
with proven accelerators



Digital Marketing and analytics
expertise to drive value



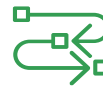
Future-proofed delivery,
value-based outcomes



Rich Customer 360 view with
patented customer attributes



Embed intelligence
through analytics AI/ML



Enable agile implementation
and operations

OUR TEAM



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Google Cloud



2019
INDUSTRY SOLUTIONS
PARTNER OF THE YEAR

#1

IN GOOGLE
AI SERVICES

11X

GOOGLE CLOUD
AWARD WINNER
2011-2019

9

GOOGLE
SPECIALIZATIONS

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