Consumer 360

A Composable CDP Built on Google Cloud

**Market Drivers**

**Privacy and 1P Data**
Privacy and the death of the cookie will accelerate the need for innovation while dramatically increasing the importance of 1P data across marketing, commerce, sales, and service.

**Customer Expectations**
The speed with which customers expect companies to react to their needs will require seamless interoperability between customer and enterprise data and analytics solutions.

**Generative AI**
Generative AI will transform every aspect of the customer experience, but choosing the right foundation models and organizing the right data will be critical to achieving its potential.

C360 is a Composable CDP, built by Accenture on Google Cloud, that allows clients to compile a full view of data that is client-owned.

**Value Driven**

- **+ 8-10%**
  
  In Conversion Rate

- **< 3 Days**
  
  For new data source integration or new trait setup on average

- **10%**
  
  Decrease in Cost Per Acquisition (CPA)
Own your Data, Don’t Rent it.

Accenture Approach

Accenture Capabilities

Understanding your Customer Data
360-View of Customer Insights Democratization

Personalized Marketing
Marketing Spend Optimization
Omni Channel Frequency Mgt
MM
Attribution Modeling
eComm Product Recos & Promos
Lifetime Value Optimization
Churn/Funnel Abandonment
Propensity to Convert
1:1 Content Personalization

Continuous Experimentation
Trend Spotting
Sentiment Analysis
Accelerating Qualification & Innovation
Real-time Journey Orchestration
Real-time Data Science
Cross-brand Consumer Genome

Marketer Stage

Crawl
Walk
Run

Accenture Assets

Strategy & Consulting
- Data strategy - data playbook and data model across 1P, 2P, and 3P datasets
- ID mapping / resolution strategy
- C360 Reference architecture prioritized analytics use cases.
- Data Governance, Privacy, Security, and Operating Model design

Implementation & Support
- Google Cloud setup and data pipelining
- Develop and train models based on specific use cases (e.g., segmentation, LTV, propensity prediction)
- CDIP Sandbox to stand up a customer data platform on GCP
- Implementation support, training & handoff

Execution & Activation
- Run services for:
  - GCP management
  - Marketing activation and campaign strategy, planning & execution
  - Experience and Campaign Optimization
  - Audience Strategy
- Program Management and Oversight
- Reporting & BI for ongoing management

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10,000+
GOOGLE CLOUD CERTIFIED

460+
GOOGLE MARKETING PLATFORM CERTIFIED

#1
IN GOOGLE AI SERVICES

15x
GOOGLE CLOUD AWARD WINNER
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