

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

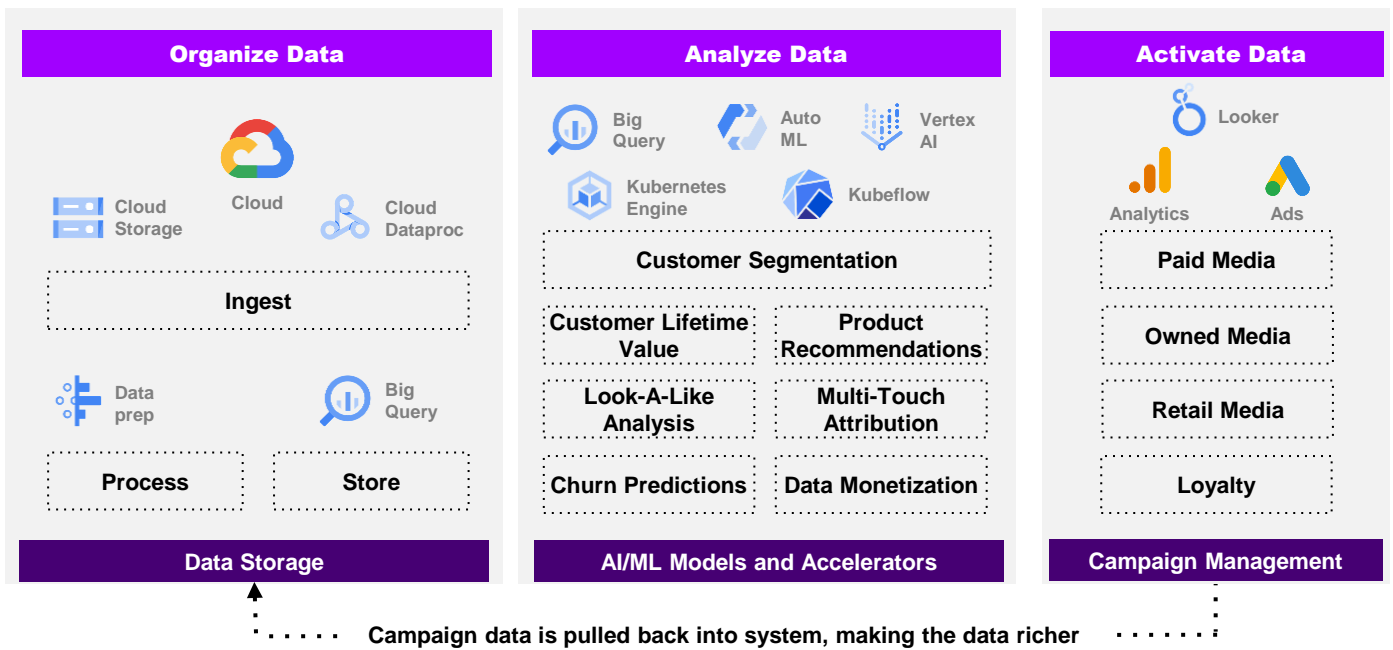
The speed with which customers expect companies to react to their needs will require seamless interoperability between customer and enterprise data and analytics solutions.



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

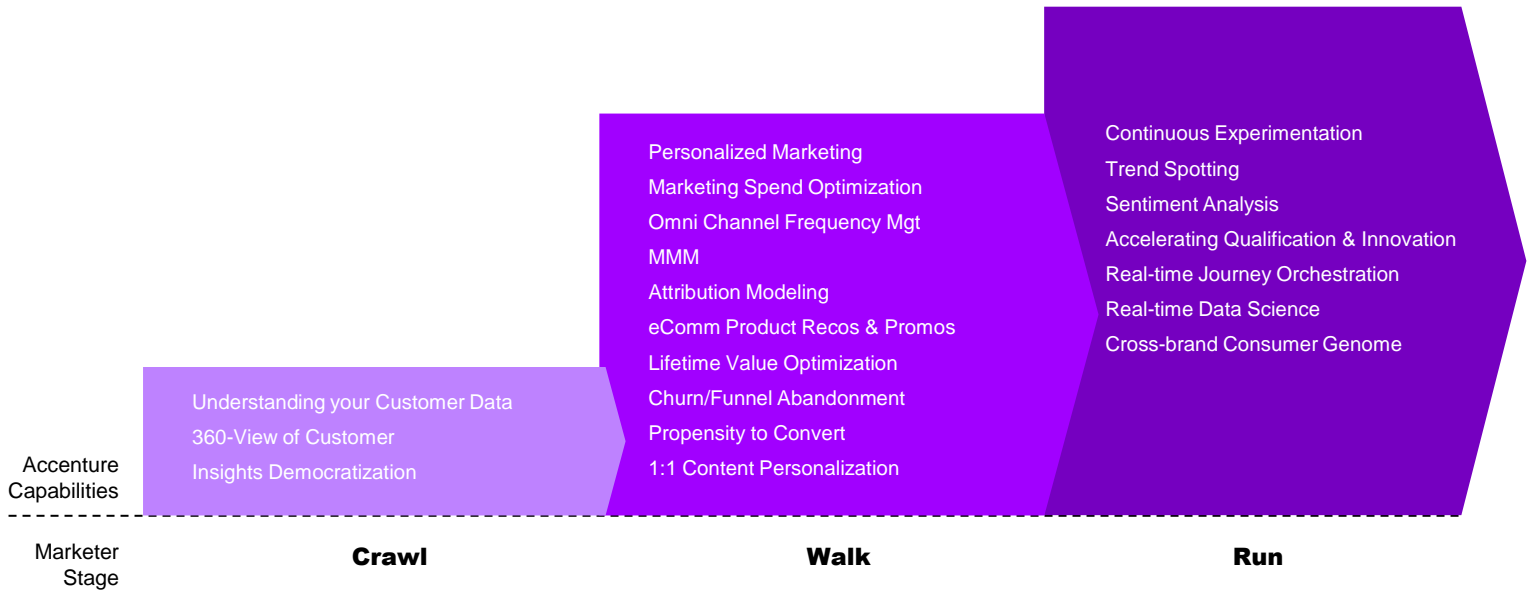
For new data source integration or new trait setup on average

10%

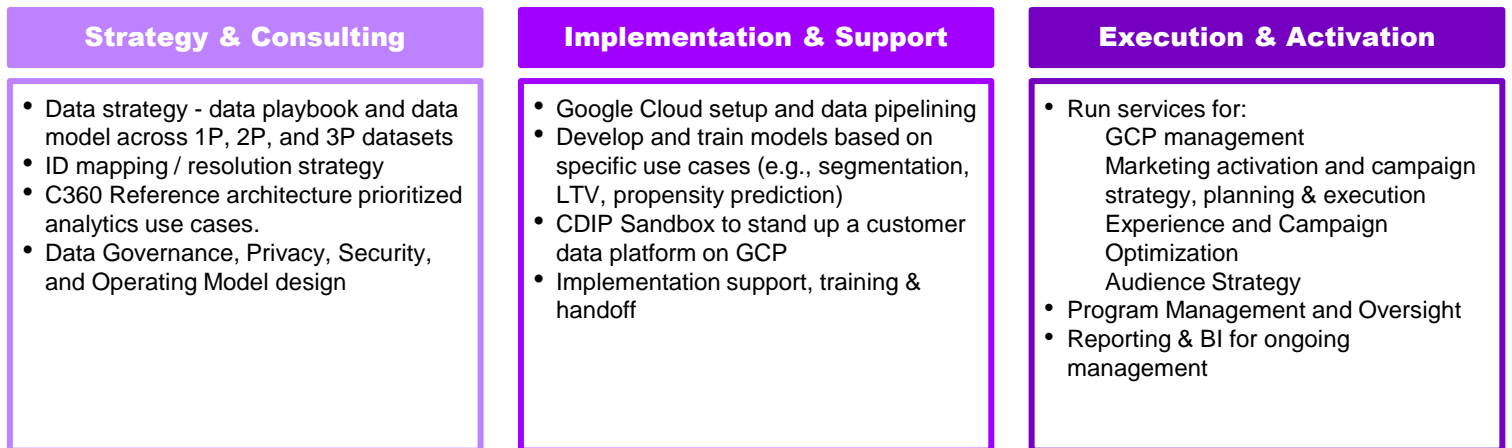
Decrease in Cost Per Acquisition (CPA)

Own your Data, Don't Rent it.

Accenture Approach



Accenture Assets



10,000+
GOOGLE CLOUD
CERTIFIED

460+
GOOGLE MARKETING
PLATFORM CERTIFIED

#1
IN GOOGLE
AI SERVICES

15x
GOOGLE CLOUD
AWARD WINNER
2011-2023

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