



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.

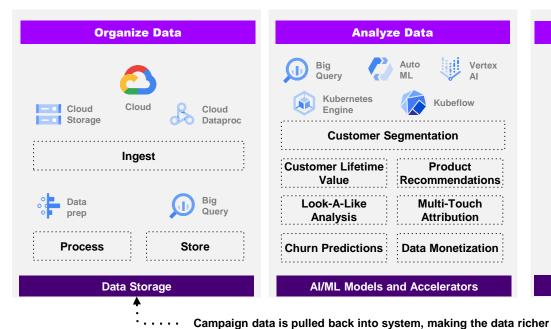


Generative Al

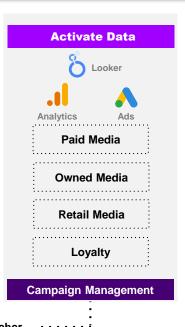
Generative AI will transform every aspect of the customer experience, but choosing the right foundation models and organizing the right data will be critical to achieving its potential.

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%

< 3 Days

For new data source integration or new trait setup on average

Decrease in Cost Per Acquisition (CPA)

In Conversion Rate

Own your Data, Don't Rent it.

Accenture Approach

Personalized Marketing

Marketing Spend Optimization

Omni Channel Frequency Mgt

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

Accenture Capabilities

> Marketer Stage

Crawl

Understanding your Customer Data

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

10,000+

460+ **GOOGLE MARKETING** PLATFORM CERTIFIED

#1 **IN GOOGLE** AI SERVICES

15x **GOOGLE CLOUD** AWARD WINNER 2011-2023

GOOGLE CLOUD CERTIFIED

