



SATISH RAMAMOORTHY ON ACCENTURE'S C360 SOLUTION

VIDEO TRANSCRIPT

To meet growing customer expectations, brands are looking for ways to deliver relevant experiences with higher marketing ROI.

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To solve for this, Accenture has built on Google Cloud C 360 as a composable CDP.

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Our high level approach revolves around organizing, analyzing and activating customer data in their own systems with which allows the clients to own their data and not rent it.

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With over 100 implementations on C360, we've been able to help our clients Dr.

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meaningful outcomes by increasing sales, improving ways of working across marketing and I T and also reducing media ways with improved targeting.

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