Publicis Sapient + Microsoft:
Media Networks

Offering summary

As cookie-based ad targeting crumbles, brands across all industries are looking to monetize their customer data and digital real estate to attract advertisers and unlock new revenue streams.

Media Networks (MNs) present a golden opportunity for organizations with strong first-party data, publishing assets (or both) to elevate the customer experience, deepen partner relationships, and transform their valuable data into high-margin, non-linear media dollars.

Our end-to-end MN solution, combining advertising expertise, leading-edge Microsoft technologies, and proven implementation strategies, unlocks significant revenue gains through data monetization — upwards of a $100 million annual increase for an organization with $10 billion in revenue.

The emerging Media Network landscape

Advertisers are reaching a crisis point. Rising privacy concerns are causing internet browsers to phase out traditional data collection methods like cookies and device IDs, leaving advertisers in the dark. This 'signal loss' forces brands to find new ways to understand their customers and target them with effective ad campaigns.

Enter Media Networks (MNs) — a game-changer in the post-cookies advertiser landscape. MNs empower brands to share their valuable first-party data with advertisers to help them generate more ad sales and create engaging customer experiences (think personalized recommendations, relevant ads, and curated content).

From the customer's perspective, MNs present the right value proposition at the right time, fostering a greater sense of brand loyalty through uniquely tailored experiences.

MNs not only quickly recoup return on investment but can also deliver a lucrative stream of high-margin, non-linear media dollars. For example, a company with $10 billion in revenue can increase its annual profits by $100 million through MNs.

The secret to maximizing MNs' potential lies in unifying customer data across all touchpoints and establishing deterministic closed-loop measurements that precisely track the journey from marketing actions (clicks, impressions, etc) to confirmed customer conversions.

Partnering with the right media buying and marketing technology experts empowers you to achieve this.

Our roadmap to rapid, recurring growth through MNs

Publicis Sapient, with our deep expertise in media and digital transformation, offers comprehensive MN solutions – from strategy and design to implementation and ongoing support. Powered by Microsoft's industry-leading technologies, we're your ideal data monetization partners for realizing the full potential of MNs.

Here's how Publicis Sapient and Microsoft can redefine your customer journeys:

Media Network and monetization strategy

We work with you to identify your revenue-building potential and define the best go-to-market strategy for monetizing consumer and product data.

Custom platform development

We leverage our expertise in Microsoft data management, AdTech, MarTech, and Commerce technologies to design and build the ideal MN platform to suit your needs.

Media network operations

We connect your consumer and inventory data to the right advertisers and continually manage your on-site and off-site Media Network operations.

Media sales and account management

We help you drive demand across your touchpoints and help you manage advertiser and partner relationships so you can achieve your revenue goals on your on-site and off-site channels.

How our MN solution bridges the customer understanding gap and accelerates time-to-value
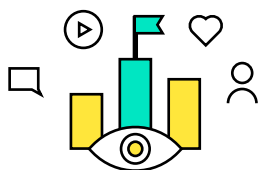
Stand out in the competitive media landscape

We're part of Publicis Groupe, one of the world's largest digital media buyers, so we understand what advertisers, brands, and consumers want. Our experience helps us deliver unique insights into boosting your Media Network and monetization efforts – helping you gain a competitive edge.

Reach your full revenue potential

Our advanced analytics and optimization capabilities help you monetize the most profitable channels at the right time. We're here to help you maximize your reach across all channels so you can unlock your full revenue-building potential.
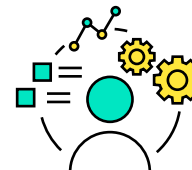
Take control of your media empire

We help you build a secure and scalable in-house Media Network on Microsoft's trusted infrastructure. This empowers you to take control of your marketing, advertising, and commerce technologies and foster a thriving media empire that drives customer-centric results.
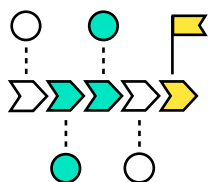
Close the loop and measure with confidence

We unify data across all touchpoints and track the complete customer journey – from casual browsing to final checkout – directly from your MN platform.

Unleash the power of loyalty programs

We help you craft compelling brand loyalty programs that supercharge customer engagement. Harnessing Microsoft's groundbreaking technologies, we help you identify your most valuable customers and deliver personalized offers (powered by advertisers)
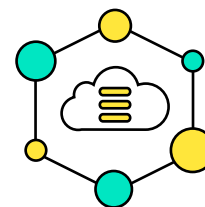
Build a holistic view of your customer base

Modernize and future-proof your data stack with Microsoft Cleanrooms, Customer Data Platforms (CDPs), and Identity solutions. We help you Integrate these tools into your MN platform to reveal richer customer insights and deliver a more personalized customer experience.

How we've made an impact

Major US Grocer

1

The imperative for change:

A leading US grocer, sitting on a wealth of first-party data from its many banner ads, recognized the decline of cookies and the rapid growth of CPG digital ad spending. They knew they had to act fast to get into the media network space and generate a healthy stream of non-linear media profits to help them manage fluctuating overhead costs and gain a competitive edge.

2

The transformative solution:

We designed and built a custom omnichannel MN that mapped each customer's journey from ad impressions to sales capture. Our innovative solution closed the loop on reporting and delivered actionable, real-time insights with unparalleled transparency and efficiency. We also leveraged the expertise of our sister agency, Publicis Media, to uncover unique perspectives on CPG advertiser needs and helped the grocer get up and running their new platform quickly.

3

The business impact:

The custom MN platform quickly yielded significant results. Notably, the expanded network of media partners and nuanced insights enabled the grocer to completely revamp its revenue model. The company now has a solid foundation to spur future data monetization efforts through a scalable platform that delivers real-time data on customer preferences and effortlessly adapts as regulations evolve.

MN solution results:

3x
Revenue growth

360°
Customer insights and closed-loop measurement

15+
Tools and platform integrated

LET'S CONNECT

Get in touch to learn more about our partnership with Microsoft and how our Media Network services can enhance your data monetization efforts.

Visit our Microsoft partner page for more information.

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with organizations to help them create and sustain a competitive advantage in an increasingly digital world. We operate through our expert SPEED capabilities: Strategy and consulting, Product, Experience, Engineering, and Data. Combined with our culture of curiosity and deep industry knowledge, we have a meaningful impact on our client's businesses and help them reimagine the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, putting digital at the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe, with over 20,000 people and over 60 offices worldwide. For more information visit **publicissapient.com**.