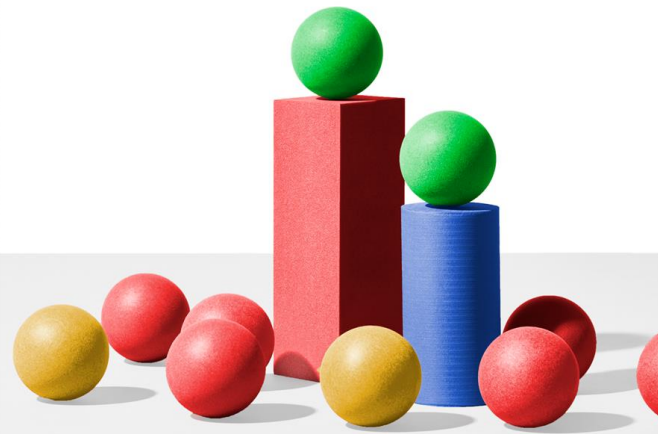


CUSTOMER DATA ARCHITECTURE

GET TO KNOW YOUR CUSTOMER

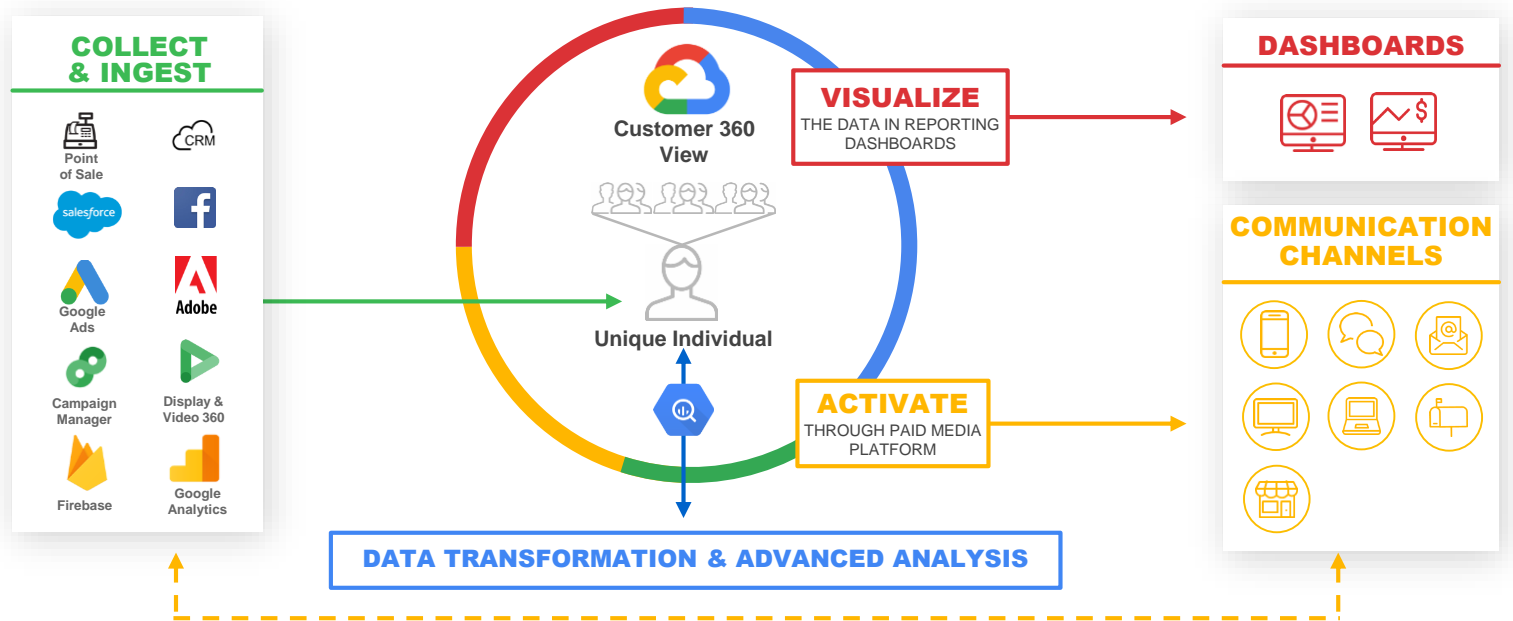


Enable real-time, **audience centric marketing** and **personalization** across channels
by leveraging integrated customer and enterprise data

CHALLENGES IN THE MARKETPLACE

 <p>DECENTRALIZED DATA</p>	 <p>FRAGMENTED ID ECOSYSTEM</p>	 <p>DISJOINTED CUSTOMER EXPERIENCES</p>	 <p>TECHNOLOGY SILOS</p>
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BUILD A 360 VIEW OF CUSTOMER



- 1 Gather data from source systems and aggregate**
- 2 Create buyer personas via advanced analytics**
- 3 Connect with consumer**
- 4 Measure results & optimize**

- OUR RESULTS**
- Single view of the customer
 - Reduce media wastage
 - Free up 10-20% of digital media budget
 - 5-10% growth in revenue from media management

Contact Us: googlecloud@accenture.com

GET TO KNOW YOUR CUSTOMER

OUR OFFERINGS:

CONSULTING SERVICES

IMPLEMENTATION & SUPPORT

EXECUTION & ACTIVATION

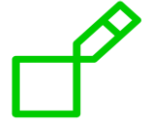
GETTING STARTED:



DISCOVERY



WORKSHOP



POC

OUR CLIENTS

L'ORÉAL

GLOBAL INSURANCE PROVIDER

swinton insurance

WHY ACCENTURE AND GOOGLE



Faster time-to-market with proven accelerators



Digital Marketing and analytics expertise to drive value



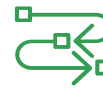
Future-proofed delivery, value-based outcomes



Rich Customer 360 view with patented customer attributes



Embed intelligence through analytics AI/ML



Enable agile implementation and operations

OUR TEAM



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2019
INDUSTRY SOLUTIONS
PARTNER OF THE YEAR

#1

IN GOOGLE
AI SERVICES

11X

GOOGLE CLOUD
AWARD WINNER
2011-2019

9

GOOGLE
SPECIALIZATIONS

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