


# Supercharge your shopper experience with Cloud for Marketing


Marketing leaders in today's enterprises strive to get the freshest possible insights about their business - from campaigns to customer behavior. Publicis Sapient is empowering marketers to understand exactly what's happening in near real-time with Google's Cloud for Marketing.


Using the power of Google Cloud Platform products like BigQuery, Publicis Sapient helps businesses achieve deeper data capture and analysis at lightning speeds. Faster, more efficient queries mean you can ask more and better questions to capture deep insights from your data and help transform your business from end to end.

## Focus on results

Publicis Sapient helps you get a single, usable view of customer signals that can help transform your business:

 **Make media spend more efficient with better targeting**

 **Precise segmentation and personalization in near real-time**

 **Bridging organizational process and data silos for company transformation and growth**



## Understand the customer journey

Bring together your datasets to better understand customer behavior. All while keeping control and choice of where your data lives and who has access to it in order to adhere to strong safety and privacy standards



## Predict marketing outcomes

Run in-depth descriptive and predictive analyses, including lifetime value, segmentation, sentiment analysis, propensity-to-buy and recommendation analyses



## Personalize the customer experience

Additional insight into behavior creates the ability to deliver personalized content, monitor sentiment and execute data-driven segmentation across your marketing channels



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