DRIVING ENGAGEMENT AND IMPACT WITH CONSUMER INTELLIGENCE

An American multimedia house needed a 360-view of its audience for personalized advertising

Challenge:

- The company knew that personalization in the media business is the key to growing subscriber revenue, and its current methods were lacking as they were spread across a variety of linear and digital platforms.

- It wanted to better understand its target group, Hispanic consumers, to engage and reach a larger audience anywhere and at any time.

- It needed a unified consumer data platform to house various data, including content consumption behavior, user interest, and purchasing intent for its marketing needs.

Industry: **Entertainment**

Location: **North America**

Technology and services:
Consumer intelligence, Google Cloud Platform

Solution:

- Capgemini delivered an in-house data-platform solution by onboarding disparate first- and third-party consumer data from multiple platforms into a consolidated framework.

- This enabled a 360-degree view of consumers with insight into usage behavior and important demographic data, such as age, gender, income range, and home ownership.

- This platform stored data covering millions of households in the United States and enabled targeted advertising campaigns and research analysis with a custom consumer intelligence graph, making personalization possible on a large scale.

- Google Cloud Platform powered the solution's infrastructure.

Result:

- Capgemini's solution gave the client a proprietary data platform with a full and unique view into attributes which includes viewership, engagement, and behavior data for targeted advertising, while preserving privacy and data security.

- The company could now leverage consumer intelligence to get more impact out of its advertising efforts and monetize its data.

- The sales and marketing teams can now create more value for advertising partners.

- Improved personalization capabilities put the enterprise in a position to grow its subscriber base by delivering the content its audience wanted, achieving greater engagement.

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 340,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion (about $21 billion USD at 2021 average rate).

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