

Update On Publicis Groupe Always On Platform

Exciting progress has been made since the Always On marketing platform was announced last Fall in partnership with Adobe.

Business Traction

The partnership is proving to be important to our clients who are demanding more and more of the solutions and services that pair Publicis Groupe expertise and knowledge with Adobe Marketing Cloud technology – and address the “Always On” consumer. We are experiencing a dramatic uptick in partnership opportunities as our agencies leverage Always On to drive new business. Several new applications are being executed across multiple agencies, and two new innovations were announced this week at the annual Adobe Summit (see below). Overall, we are experiencing tremendous business momentum as the full potential of Always On comes to life.

New Solutions

Because we have the privilege to be in pole position as it relates to pushing the solution agendas for our clients, and our teams are working closely with Adobe engineers, integrators, product specialists and marketing experts, we are building a suite of Always On Solutions available only to Publicis Groupe and our clients. The first three are rapidly being realized:

- **Segmentation** combines Publicis Groupe’s data and analytic expertise with Adobe Marketing Cloud’s Audience Manager technology to deliver a data management solution that will empower our agencies to create precise target segments and profiles that update in real time.
- **Marketing Automation** leverages Publicis Groupe’s understanding of the consumer plus four pieces of Adobe Marketing tech—Analytics, Media Optimizer, Target and Campaign— to enable digital marketers to reach consumers at scale, while also engaging individual audience members at each step of the consumer journey. DigitasLBi is actively engaged in this solution.
- **Content & Commerce** pulls together Adobe Marketing Cloud’s Experience Manager, Campaign and Target to centralize creative assets and ensure consistent, brand-aligned messaging across channels, locations, or agencies. Razorfish and Rosetta are leading initiatives in this arena.

Cutting Edge Innovation

Announced at the Adobe Summit:

- Razorfish launched an innovative connected retail experience, RZR Shop – that seamlessly connects the customer journey across all touch points and empowers retailers

to sell more intelligently. [Click [here](#) to read the press release]

- Rosetta launched a cloud-powered enhancement for the Engagement Engine, a platform that delivers next-generation customer engagement through a combination of insights, personalization and contextually relevant, branded experiences. [Click [here](#) to read the press release]

Adobe DSP

At the Summit, Adobe also unveiled a new algorithmic engine that empowers advertisers and agencies to leverage audience segments within Audience Core Services through a click of a button to buy display, search and social ads at scale using a new self-serve UI within Adobe Media Optimizer. The connection of ad buying, dynamic creative and site-side optimization all based on unified target audience segments and performance algorithms is truly unique in the market and supports the Always On solutions. [Click [here](#) to read the press release]

Always On Video

Always On solutions will automate and connect all components of our clients' marketing activity and better enable us to respond to the dynamic needs of the always-on, hyper-connected consumer. Separately, each solution delivers a powerful tool for engaging consumers at strategic points along their journey. Please click [here](#) see the short video about the partnership and the potential of the Always On platform.

For more information regarding how the Always On solutions may benefit your client(s), send inquiries to alwayson@publicisgroupe.com.

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