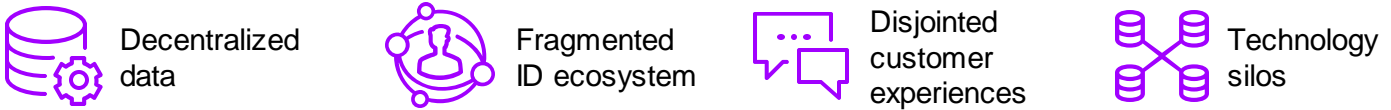


# Customer data architecture

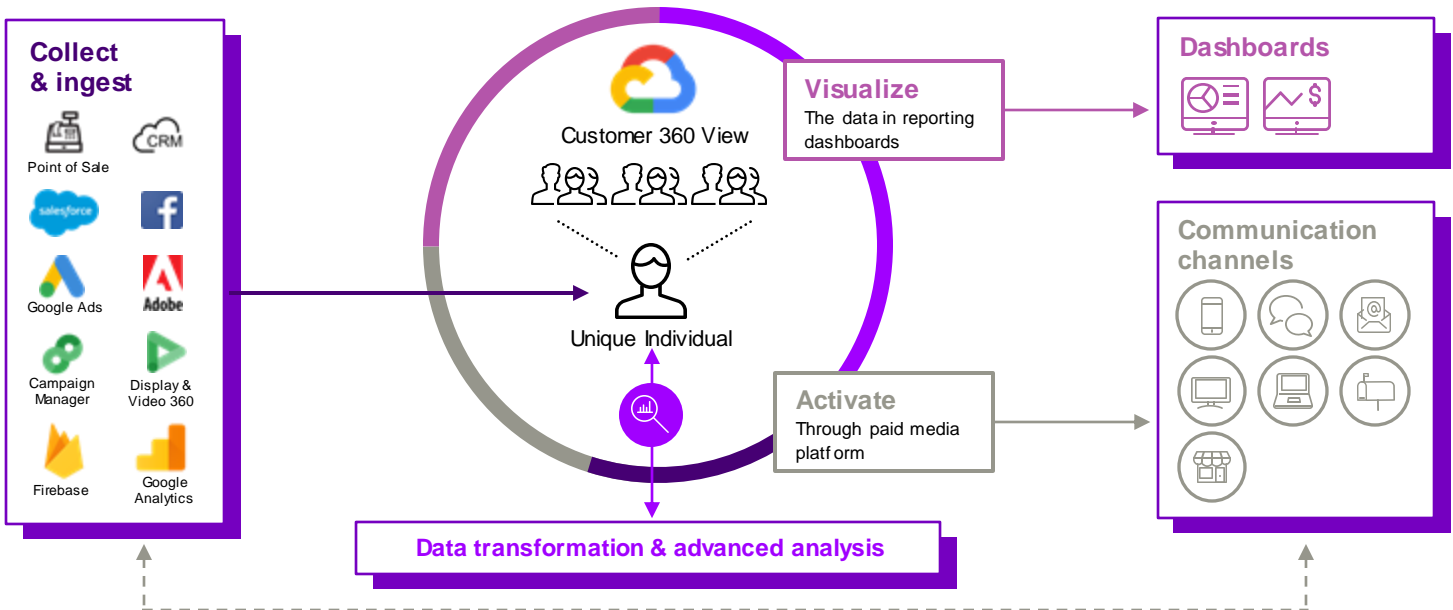
Get to know your customer

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

## Challenges in the marketplace



## 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

Want to learn more? Contact us: Satish Ramamoorthy / [satish.ramamoorthy@accenture.com](mailto:satish.ramamoorthy@accenture.com)

# Get to know your customer

## Our offerings



## Getting started



## Our clients



## 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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**Daniel Pulvino**  
CDA Practitioner  
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**#1** In Google AI Services

**13X** Google Cloud Award Winner 2011-2020

**9** Google Specializations

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