

**POWER TO THE PEOPLE
AND TO THE MARKETERS**

POWER TO THE PEOPLE



"broadband is beautiful"

"we're smarter than
advertisers think"

"Google this"

"don't sell me,
engage me"

"it's the ex

POWER TO THE PEOPLE

"free to choose"

"don't tie me down
make it mobile"

"I am my click stream"



Podcast

Blog

Google

Yahoo

Microsites

Ebay

**Cell
phones**

“Now that digital media is in the mainstream, marketers are feeling overwhelmed and threatened by the number of marketing options.

However, done right, marketers have more power than ever before.”

-- Clement Mok, digital pioneer



POWER TO THE MARKETER



1

POWER TO
PINPOINT PATTERNS

how and where customers “travel” through the digital landscape; throughout the buying process; sensing demand and responding.

2

POWER TO
PLACE

where and when to connect with the right customer at the right place at the right time for optimal response.

3

POWER TO
PREDICT

predictive creative designed to get customer to act; predictive analysis to convert browsers to buyers.

4

POWER TO
PLEASE

overall experiences that keep customers loyal and turn them from customers into advocates.

5

POWER TO
PROVE

measurement that shows how advertising and marketing performs; the power to slice, dice and measure every dollar you spend.

The ultimate marketing
power is creating customer
experiences

The ultimate marketing power is creating customer experiences that drive growth & profit.



THE POWER OF THE INTEGRATED PARTNERSHIP

- Generated over \$1B in profit during relationship
- Record sales - 1M vehicles sold in one year (total go-to-market team effort)
- 20% reduction in global digital media support/development costs
- Successful launch of 14 new vehicles

It starts with asking the
right questions

It starts with asking the
right questions and finding
the right answers

- ➔ Are you attracting as many of the **right customers** as possible?
- ➔ Is your **total customer experience** aligned with your brand promise better than your competitors? Is it distinct enough to support growth? Who is responsible for the total customer experience?
- ➔ Are your **conversion rates as good** as they should be? And delivering the right results?
- ➔ Do you know what technologies matter most to drive the **best marketing mix** and to exceed customer expectations?
- ➔ Do you really know how well **all of your dollars** are working?

HOW TO GET THE RIGHT ANSWERS

RESEARCH &
ANALYTICS

EXPERIENCE
INNOVATION &
MODELING

DIGITAL MEDIA
DESIGN &
MERCHANDISING

MARKETING
STRATEGY AND
INTEGRATION

CUSTOMER
STRATEGY AND
MANAGEMENT

SEARCH ENGINE
OPTIMIZATION &
MARKETING

MARKETING
TECHNOLOGIES

MEDIA SERVICES

CAMPAIGN
MANAGEMENT

A photograph of a man's face, partially obscured by tall grass, overlaid with a dark red filter. The man is looking slightly to the right. The text is centered below the image.

THE POWER OF CUSTOMER MODELING AND MAPPING
(not just focus groups or personas)

CUSTOMER MODELING

(How we arrive at customer insights and apply them.)

- ➔ Focus on understanding the total customer experience, not just a marketing concept. How people make decisions within a category in the context of their lives, needs, priorities and channel preferences.
- ➔ Distill data into usable experience models – visual representations of complex relationships and behaviors that provide ‘aha’ customer insights for the entire “marketing team.”
- ➔ Provides concrete direction as to how to engage customers.



THE POWER OF DESIGN THAT INSPIRES PEOPLE TO ACT
(not just cool design)

DESIGN

(How we trigger behavior to drive business outcomes.)

- Design based on understanding total customer behavior, knowing that one thing triggers something else, and then something else again
- Focus on moving the customer to the desired outcome through offline and online experiences, e.g., converting browsers to buyers, cross-selling and up-selling, merchandising right products to right customer
- Customer centered design that intelligently engages customers in rewarding experiences



THE POWER OF INTEGRATED ANALYTICS
(not just advertising metrics)

INTEGRATED ANALYTICS

(How we integrate and analyze all relevant data.)

- ➔ Data that provides insights to act upon; strategically and tactically; from numerous 'data buckets' – web analytics, enterprise BI and CRM systems, advertising, media metrics, etc.
- ➔ Integration and alignment of all types of complex marketing, advertising, customer and enterprise data systems

A person is shown in a meditative pose, sitting cross-legged with hands resting on their knees, palms facing up. The person is centered in the frame against a blue background with a faint grid pattern. The overall image has a monochromatic blue color scheme.

THE POWER OF ALIGNED MARKETING TECHNOLOGY
(not just disparate software, databases and systems)

ALIGNED MARKETING TECHNOLOGY

(How we align and integrate for the right business result.)

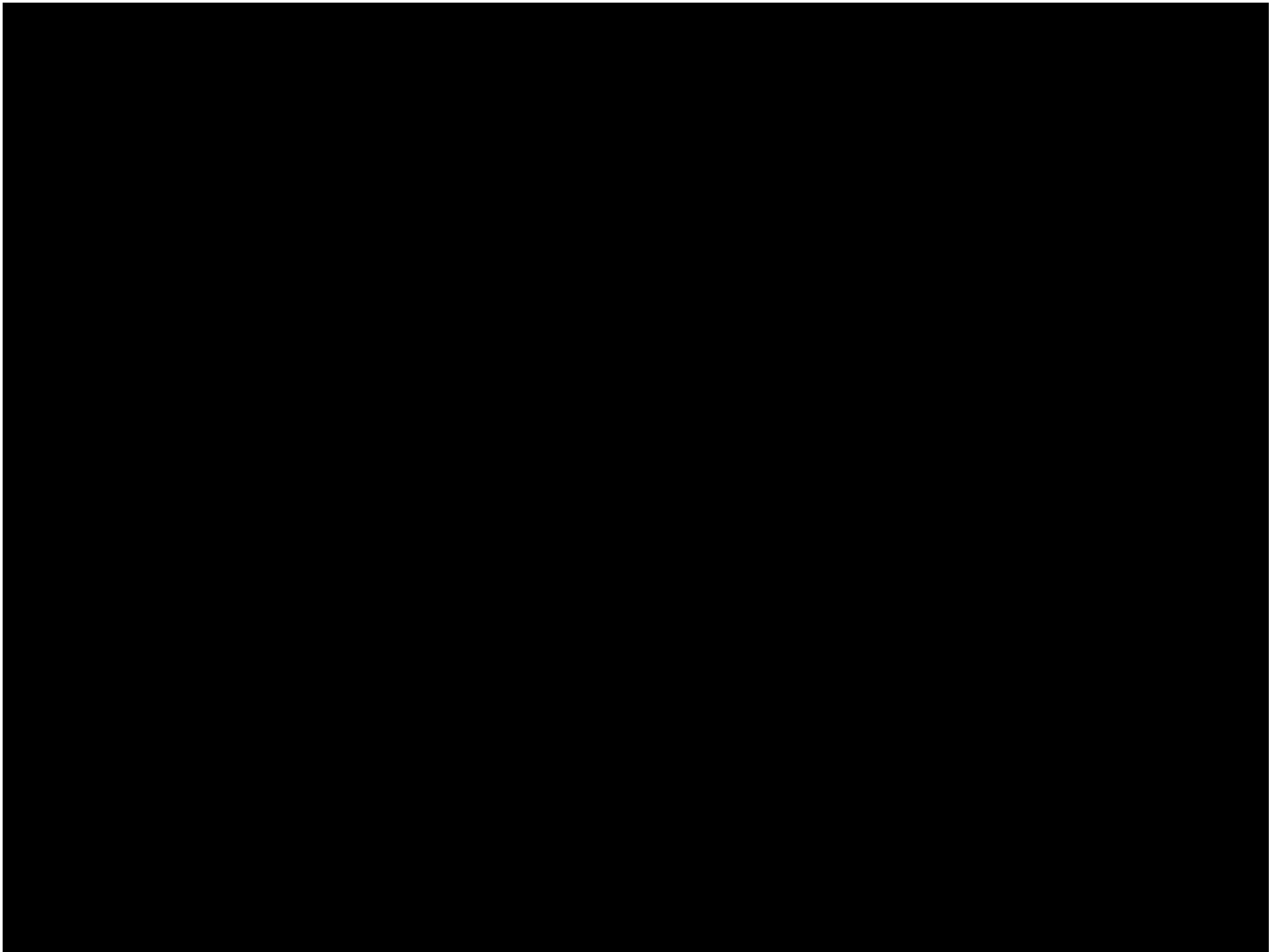
- ➔ Objective guidance and use of marketing technologies that achieve best business outcomes
- ➔ Bridging the chasm between marketing teams and IT teams to drive the right business outcomes for all
- ➔ Linking it all together to give integrated marketing insight and seamless customer experiences



THE POWER OF THE RIGHT MARKETING PARTNER

the better the customer
experience

the better the customer
experience, the more
profitable and sustainable
the relationship.



Sapient Facts

// Founded in 1990

// Over 6000 professionals worldwide

// 23 offices throughout North America, Europe,
and Asia

// End to end service offering

// Collaborative and agile approach

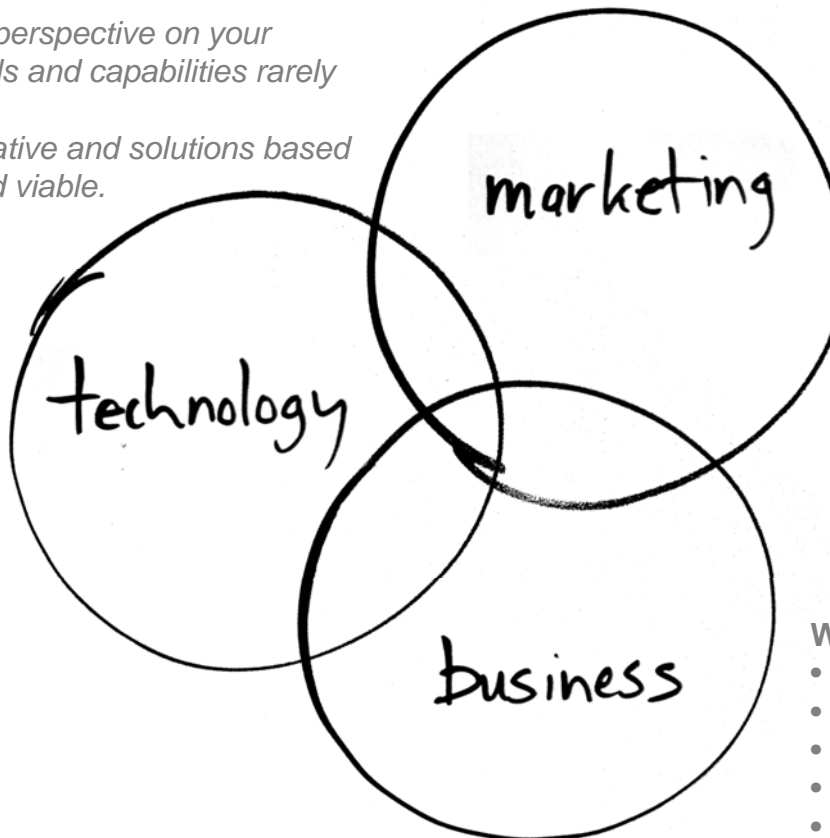
// Have set the bar for delivering projects on time,
on budget, and with the right results

Results through capabilities

Our offerings feature a balanced perspective on your business driven by a range of tools and capabilities rarely seen under one roof—our goal is to deliver really meaningful creative and solutions based on what is desirable, feasible, and viable.

What is feasible?

- technical architecture
- system development
- web development
- offshore development
- roadmapping



What is desirable?

- concepting
- experience modeling
- experience design
- advertising
- media buying

What is viable?

- business analysis
- stakeholder alignment
- user research
- solution definition
- fusion workshops
- program management
- analytics



SONY



Great clients, great results



No. 2 Interactive Agency

No. 12 Marketing Organization



2006 Webby Award: Citi Media Strategy



2007 ADDY Award: G4TV.com



2007 ADDY Award: HondaJet.com



2007 ADDY Award: Logitech Vista Microsite



2006 Webby Award: Nissan Frontier Microsite



2007 ADDY Award: Quicken.com



2006 Webby Award: Sapient Corporate Site



2004 Partner of the Year

2006 Webby Award: Sony Walkman Microsite

2007 ADDY Awards: Sony VAIO Essence Microsite



2003 Supplier of the Year

2006 Supplier of the Year

AWARDS

We are proud to have received awards from our clients as well as our creative community. Here are just a few.