MARKETING ONE

Privacy-Enhanced Collaboration for Hyper-Personalized Marketing in a Cookie-Less World

First parties have valuable customer behavior information. In a post-cookie world, this needs to be shared with others in a privacy-enhanced manner. Secondly, first parties can use LLMs to hyper-personalize a brand's campaign for customers, which they can activate through their media networks. However, this also must be done securely, ensuring that no data ever moves out of the first party's security perimeter.

Challenges in a post-cookie world

Scalability of the CDP
The existing customer data platform (CDP) may not scale for intense AI & Data Science Workloads

Compliance and controls
Data movements make governance and auditing difficult and result in silos

Interoperability of platforms
Technologies that offer enhanced privacy are required for platforms to be interoperable

Use of large language models (LLMs) securely
This is required to ensure that sensitive data does not leave the organization

The **solution**

LTIMindtree's Marketing One is a complete solution that keeps customer data secure while facilitating collaboration and hyper-personalization. The key features of the solution include:

Zero data movement ensures compliance and protects customer data privacy.

First parties enhance campaigns through hyper-personalization using large language models (LLMs), maintaining security.

Marketers gain seamless access to audience insights.

Collaborative assessment of aggregated insights allows for effective campaign evaluation across first-party networks.

The figure demonstrates the secure flow of the **Marketing One solution**
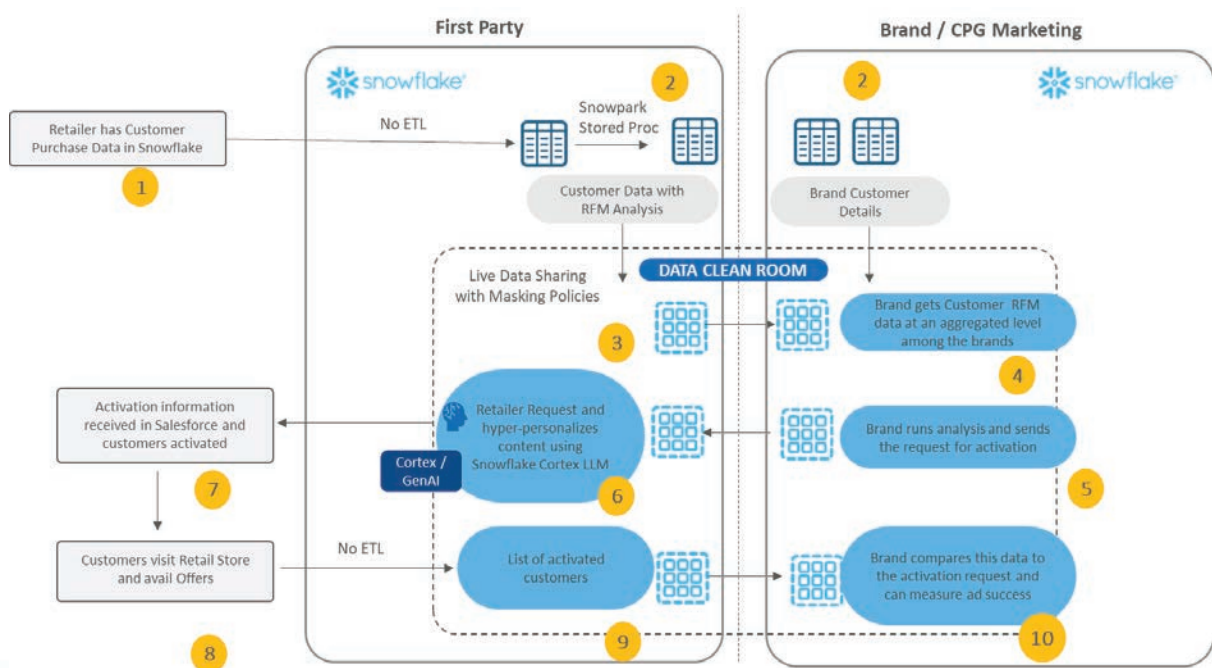

Figure 1: Marketing One Solution Flow

Benefits

- Achieve **100% compliance** with regulations and customer expectations regarding data privacy with data movements

- Get **audience insights** seamlessly

- Offer value-added services to brands and marketers by **hyper-personalizing campaigns using LLMs**

- Assess **aggregated insights collaboratively** to measure the effectiveness of campaigns across first-party networks

Why **LTIMindtree**

LTIMindtree has decades of experience in customer and marketing analytics and is an Elite Service Partner of Snowflake. Using our domain expertise, we integrate the best-of-breed technology ecosystem in a fit-for-purpose manner to amplify business outcomes.

Success **stories**

Data clean rooms collaboration

A full-service hotel and resort brand used Data Clean Room Consulting and Implementation services for various marketing use cases.

Retail marketing

A convenience store chain leveraged Marketing One to develop cross-channel marketing campaigns' ROI calculations and establish granular customer segmentation based on buying patterns, demographics, etc.

Marketing One gave an Indian grocery retailer chain a 360° view of customer buying patterns, trends, inventory, and creating campaign management solutions.

CPG Marketing

A leading tobacco brand set up customer segmentation and churn modeling using Marketing One.

A German athletic apparel and footwear corporation gained a view of B2B customer and trade term analytics using Marketing One.

Want to know how Marketing One can benefit your business? Please write to us at **sumukh.guruprasad@ltimindtree.com.**

About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visithttps://www.ltimindtree.com/