TRKKRecap

Advanced Analytics with Google Cloud

TRKKRecaps provide introductions to, and summaries of, key developments in Google digital marketing and cloud technology, and their wider context.

Advanced Analytics with Google Cloud

Introduction

TRKKN have partnered with Google to deliver an educational webinar series taking you on a journey through Google's ecosystem; demystify the buzz around AI and sharing practical examples on how to develop maturity in a world of AI-powered marketing.In the third episode we explored how connecting your marketing data to the tools available in Google Cloud Platform can unlock new insights and facilitate multiple data-driven marketing use cases. If you missed it you can watch a recording [here](#) and below is a summary of the key points.

Why care about Artificial Intelligence (AI)

Artificial Intelligence is rapidly becoming the top disruptor of the media and marketing industries, and all brands will need a plan to effectively react. However, due to pace of change, research from the Boston Consulting Group shows that average marketing maturity actually decreased 8% over the last three years.

At the same time, their research reinforces the value in investing in developing marketing maturity, with high maturity organisations reporting almost 2x the profitability growth of their lesser maturity peers.

## What is the value of Advanced Analytics?

Analytics is the process of turning data into insights i.e. identifying trends within your data which can be acted on to improve results.

Advanced analytics (i.e. applying AI and cloud infrastructure) improves the sophistication of this process, not only generating insights faster but allowing you tackle more complex business challenges and opportunities.

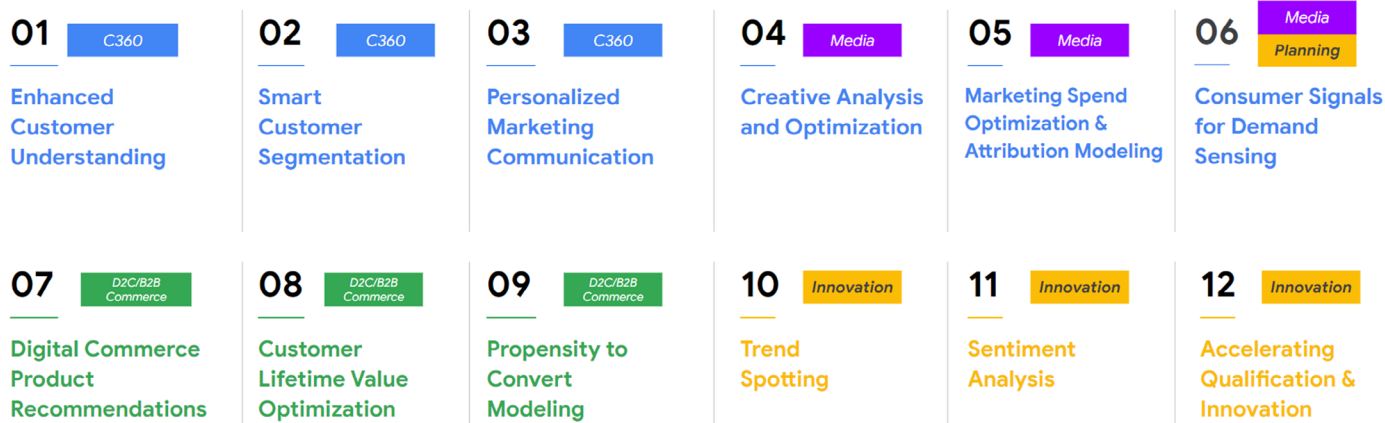Advanced Analytics can allow you to answer questions such as:

- What is the future value of my newest customers?
- What common traits do my highest value customers share?
- What would be the next best action to prompt a response from this customer

Allowing you to achieve competitive advantage by making, and activating, media and content optimisation more quickly.
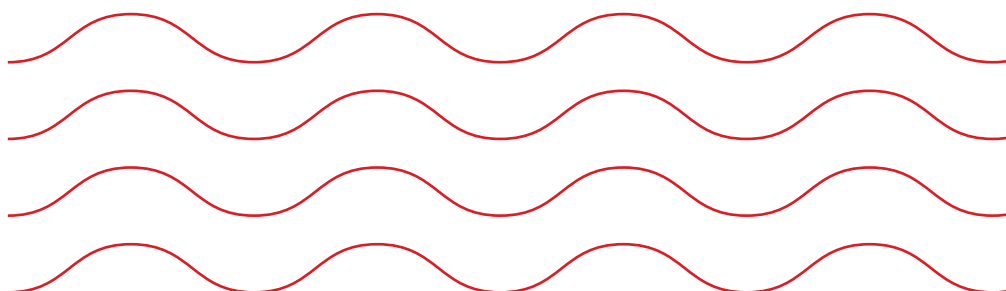
This architecture can support multiple use cases to deliver business benefits

1 **Churn Prediction:** anticipate customers who are going to stop buying from you to send proactive messaging

2 **Audience Segmentation:** build more dynamic and sophisticated target audiences, for example predicted likelihood to convert to enable Next Best Action optimisation

3 **Customer Lifetime Value:** optimise bidding based on future expected value for longer term business growth

01 `C360` Enhanced Customer Understanding	**02** `C360` Smart Customer Segmentation	**03** `C360` Personalized Marketing Communication
04 `Media` Creative Analysis and Optimization	**05** `Media` Marketing Spend Optimization & Attribution Modeling	**06** `Media` `Planning` Consumer Signals for Demand Sensing
07 `D2C/B2B Commerce` Digital Commerce Product Recommendations	**08** `D2C/B2B Commerce` Customer Lifetime Value Optimization	**09** `D2C/B2B Commerce` Propensity to Convert Modeling
10 `Innovation` Trend Spotting	**11** `Innovation` Sentiment Analysis	**12** `Innovation` Accelerating Qualification & Innovation

How to get started

- **Review where you would benefit from using AI to predict the likelihood of a customer performing a desired action:** Contact TRKKN for a free Discovery session

- **Review whether your current MarTech stack can deliver end to end Advanced Analytics:** Contact TRKKN for Tech and Data Audit Support

- **Perform a deep analysis of your marketing data to identify patterns, unique consumer behaviours, and new insights that can give you a competitive advantage:** Contact TRKKN for an Advanced Analytics workshop

Who Is TRKKN?

TRKKN is one of the leading Google Marketing Platform Partners and Google Cloud Premier Partner providing full service and expert consulting across the fields of Digital Analytics, Conversion Optimization, Ad Tech, Advanced Analytics & AI, Cloud Engineering and Tech & Data Strategy.

Google Marketing Platform Certified

Google Marketing Platform Sales Partner

SELL
Premier Partner
Google Cloud

SPECIALIZATION
Marketing Analytics
Google Cloud