Google Cloud

ClickStream Analytics

Dataflow exceptional ability to process massive amounts of clickstream data in real-time allows for instant marketing insights. By rapidly analyzing user behavior, you can make agile, data-driven decisions that enhance marketing performance and deliver superior results.
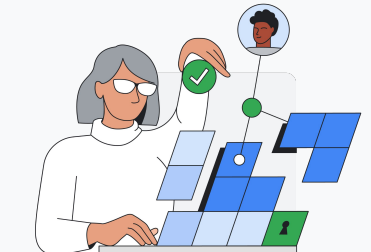
Improved Decision-Making

Respond quickly to market changes and customer needs.
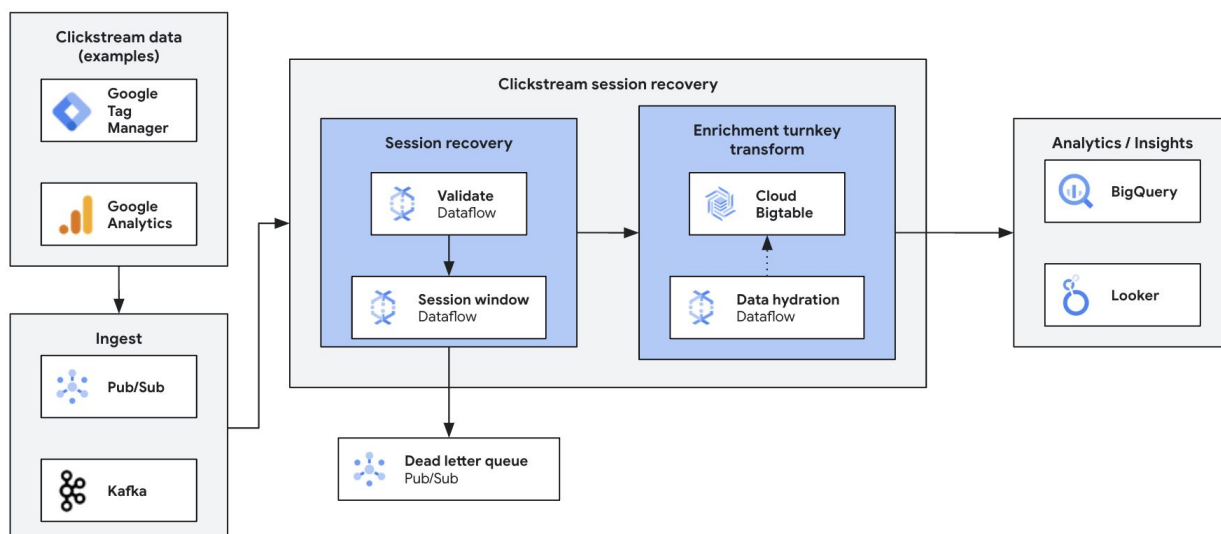
Real-time Insights

Analyze clickstream data as it arrives, identifying trends and anomalies in user behavior.

Enhanced Customer Experience

Understand user journeys and tailor marketing campaigns for maximum impact.

Dataflow capabilities combined with Google Cloud machine learning tools can further enhance your marketing efforts by building differentiated audience segments and delivering personalized experiences.

Clickstream data (examples)

Google Tag Manager

Google Analytics

Ingest

Pub/Sub

Kafka

Clickstream session recovery

Session recovery

Validate
Dataflow

Session window
Dataflow

Enrichment turnkey transform

Cloud Bigtable

Data hydration
Dataflow

Dead letter queue
Pub/Sub

Analytics / Insights

BigQuery

Looker

Dataflow can deliver Real-time analytics on large volumes of your IoT operational data

1 E-commerce

Use Cases
- Track journeys, optimize paths.
- Analyze product interactions, personalize.
- Measure campaign effectiveness.

Value
- Improved conversions.
- Increased satisfaction.
- Optimized marketing.

2 Travel and Hospitality

Use Cases
- Track search behavior to identify destinations and travel dates
- Analyze booking patterns.
- Measure campaign effectiveness by tracking conversions from different channels.

Value
- Optimized marketing campaigns
- Targeted promotions and personalized travel packages.
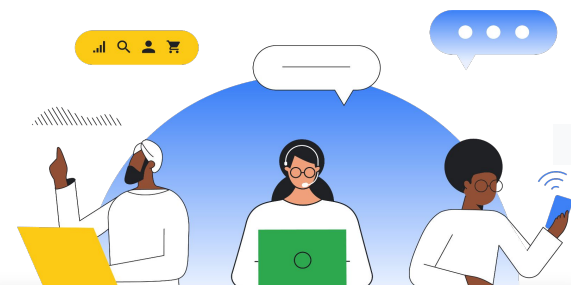
3 Media and Publishing

Use Cases
- Analyze content, identify opportunities.
- Personalize content.
- Measure ad engagement.

Value
- Increased engagement
- Improved monetization
- Deeper audience understanding

Why Dataflow?

Innovate with Google's Dataflow unified stream solution for Marketing analytics.

Build and scale fast combining seamless integration, serverless architecture.

Unlock full potential with **Real-time streaming.**

Key Differentiators:

- **Reliability & Fault Tolerance:** Built in reliability
- **Time-based analysis:** Identifying trends, anomalies, and patterns over specific time intervals
- **Flexible Programming Model:** Supports Java, Python, and SQL
- **Pre-Built Templates and Connectors:** Rich library of pre-built templates and connectors for common IoT data sources and sinks

"Twitter built their ad engagement analytics platform on top of Dataflow, which measures user engagement, tracks ad campaign efficiency, and computes payouts to advertisers with a streaming pipeline that aggregates millions of metrics per second in near-real time"

X

[Learn More]

"New York Times chose Dataflow and Pub/Sub to support their trademark data visualizations during the coronavirus pandemic, which drove the most significant traffic the company ever recorded (273 million global readers in Q4 2020)"

The New York Times

[Learn More]

Let's get started

- **Align on goals** for developer efficiency and key use cases
- Review reference architecture and **implementation checklist**
- Engage with **Google Cloud Consulting** or certified **Google Cloud Partner**
- Activate Google Cloud Consulting service packages to **streamline implementation**

[Let's Start]