

Real-time Marketing Intelligence

Enable Real-time marketing intelligence on large volumes of your Marketing operational data, leading to more faster and more valuable decision making.

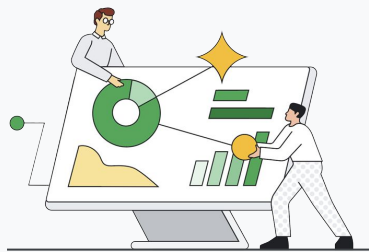


Marketing Insights



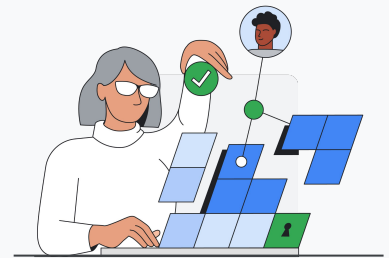
Bring together data from siloed systems(Ads, Web, CRM, etc.) to gain comprehensive insights.

Audience Segmentation



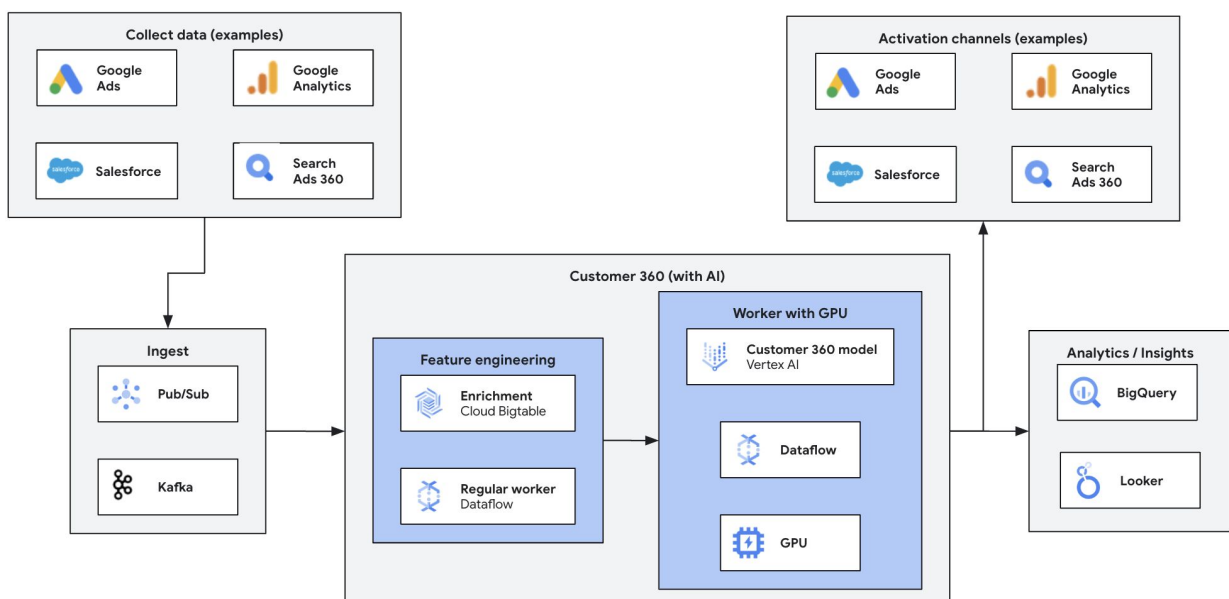
Leverage Google Cloud Machine Learning capabilities to build differentiated audiences

Customer Experience



Deliver enhanced customer experience to your users by understanding the sentiments

Dataflow's unique strengths help deliver granular insights at tremendous scale with low latency, all with the security & reliability guarantees of a first-class enterprise service



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

1

Retail

Use Cases

- Enhanced consumer profiling
- Smart Consumer Segmentation, Personalized Marketing Communications.

Value

- Marketing Spend Optimization
- Gather insights and take key business decisions to reduce cost and downtime

2

Travel

Use Cases

- Trend Spotting
- Consumer Signals for Demand Sensing.
- Accelerating Qualification.

Value

- Consumer Lifetime Value Optimization

3

Ads Management

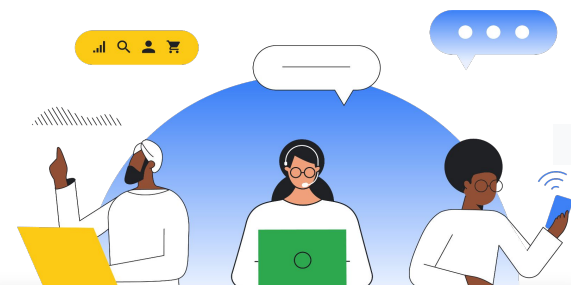
Use Cases

- Cookie loss.
- Accurate measurement.

Value

- Shift from Reactive to proactive.
- Cost savings, improved network efficiency, and a superior end-user experience

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



In one Image Ad Extension project, we had a production-ready version in about 3 weeks, and iterated continuously to handle new business features and corner cases. The same implementation without GCP or Dataflow could have taken us at least three months."

Warren Qi, Engineering Manager

Booking.com

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"We have more than 10 use cases running across customers and apps. More are coming, like the machine learning use cases for these use cases, Beam provides a really good programming model"

Talat Uyarer

Sr Principal Software Engineer



[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](#)

