

think with Google™

2018



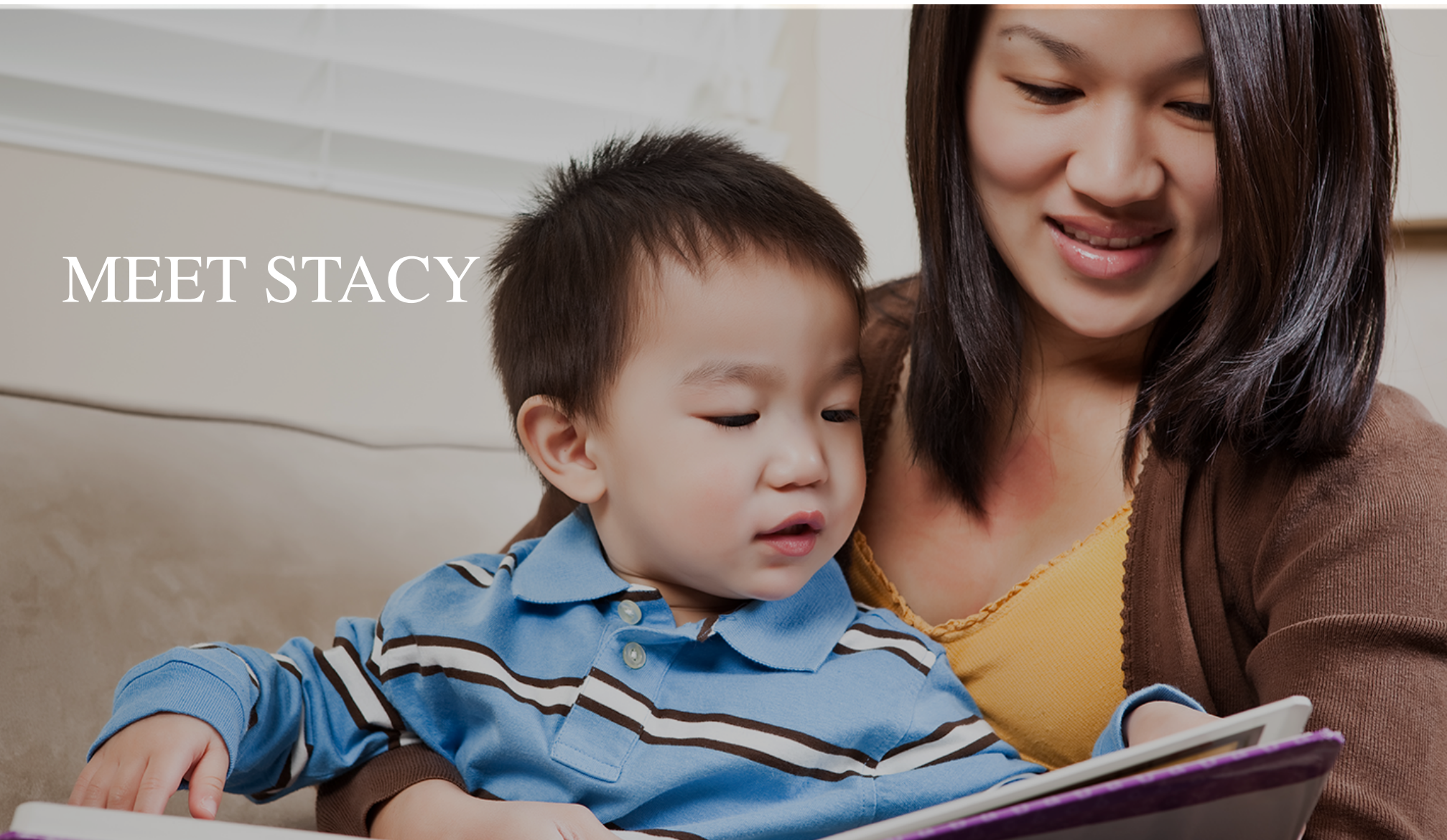
Smarter with Data: Using Google Cloud to Power Your Marketing

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MEET STACY



Stacy's Journey

71% Occurred on Mobile



139

Google Searches



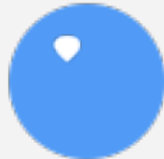
14

YouTube Videos



89

Images



69

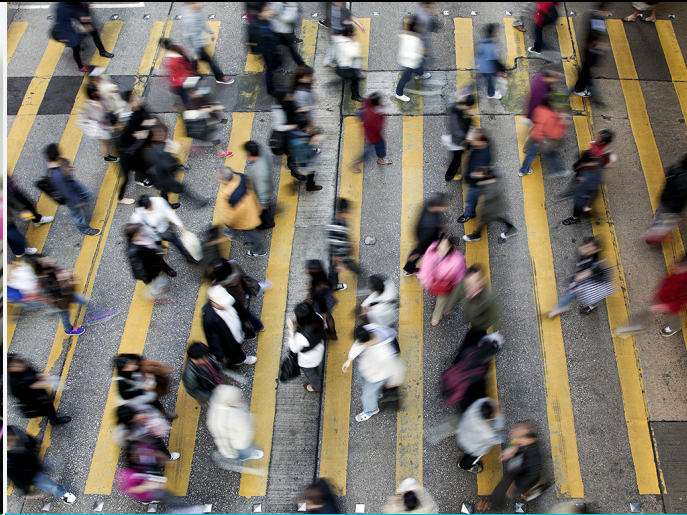
Dealer Interactions



186

Manufacturer Interactions





Channel-first to
customer-first

Build
relationships
with existing
customers

Intelligence
at every step

A close-up photograph of a woman with long dark hair smiling warmly while holding a young child. The child is wearing a blue polo shirt and looking slightly to the side. The background is softly blurred, showing an indoor setting with light-colored walls.

CHANNEL-FIRST TO
CUSTOMER-FIRST



Leading Marketers



The Mainstream

Leading marketers are

1.5x

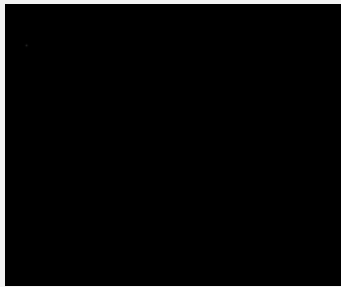
as likely as mainstream
to have an integrated
marketing and
advertising technology
stack

A woman with glasses and a patterned dress is standing in a meeting room, pointing at a whiteboard with a blue marker. She is smiling and looking towards the camera. In the foreground, the backs of several people's heads are visible, suggesting they are listening to her presentation. The room has large windows on the left and modern lighting fixtures on the ceiling. The whiteboard has some handwritten notes and a diagram.

“...businesses that integrate multiple sources of customer and marketing data **significantly outperform other companies in terms of sales, profits, and margin.**”

“These businesses also had **dramatically higher total shareholder returns.**”





Data-driven strategy:
Connecting the insights
to activate media and
maximize reach to this
high value audience






What are the top 3 data silos that could be combined to get a better view of our customer journey?



Channel-first to
customer-first

Build
relationships
with existing
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Intelligence
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A man and a woman in business attire are looking at a tablet together. The man is on the left, wearing a light blue shirt and a striped tie, and the woman is on the right, wearing a green top. They are both wearing glasses. The background is a blurred office setting with a whiteboard and sticky notes.


Organizations that leverage customer behavioral insights outperform peers by

85% and **25%+**
in sales growth in gross margin

Source: Behavioral economics. Gallup, gallup.com



27
different data silos

A blue circular icon containing a white database symbol, consisting of three stacked cylinders.

~1B
data points

A solid blue circle.

2.5B
rows

A solid blue circle.

2TB
of data

A solid blue circle.



Product launch



Loyalty rewards



New content marketing

SHOW MAX



What new customer
insights could we unlock by
combining our customer data?





Channel-first to
customer-first

Build
relationships
with existing
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Intelligence
at every step


A photograph of a business meeting. Three people are gathered around a table covered with various data visualizations, including charts, graphs, and documents. One person in a blue shirt is pointing at a tablet displaying a dashboard. Another person in a striped shirt is pointing at a circular chart on a document. A third person in a purple shirt is looking at a document with a numbered list. The scene is brightly lit, suggesting an office environment.

Organizations with integrated marketing and advertising stacks are

1.4x

as likely to be using customer-level data to segment and reach individuals compared to marketers without fully integrated technologies

Source: Google/Econsultancy, "The Customer Experience Is Written in Data", May 2017



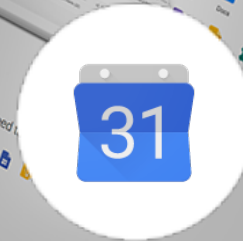
Leading marketers are

50%

more likely to increase investments
in capabilities like machine learning
to predict customer needs

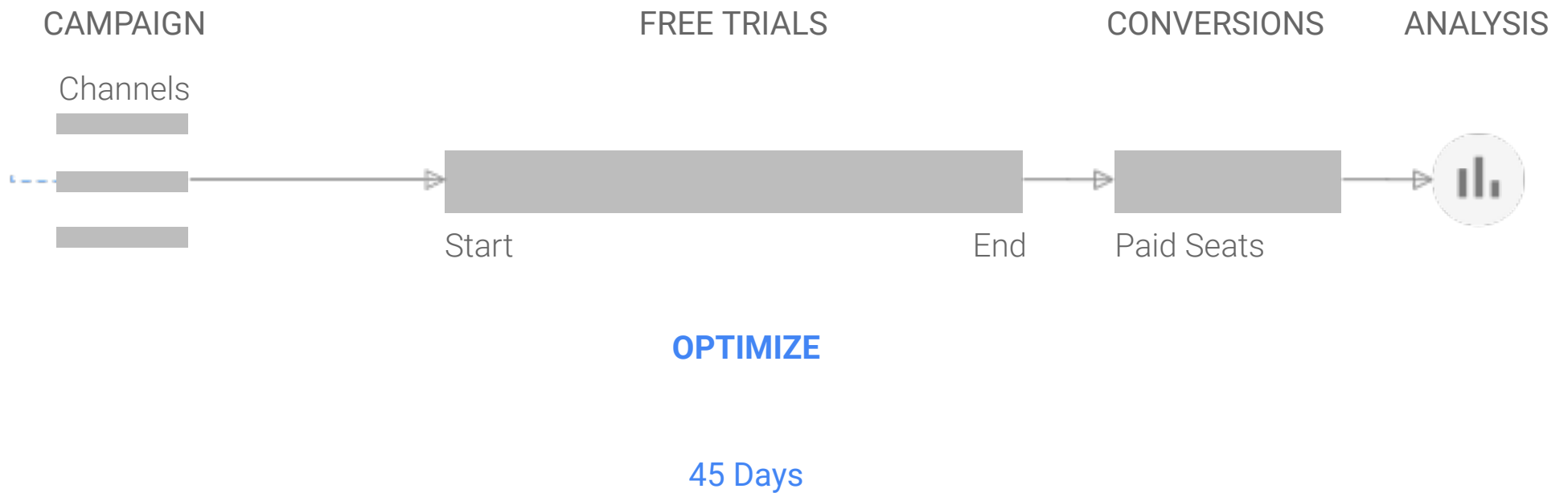
Source: Google/Econsultancy, Marketing and Measurement Survey, 2017

WHICH
CAMPAIGNS ARE
DRIVING
THE MOST PAID
G SUITE USERS?



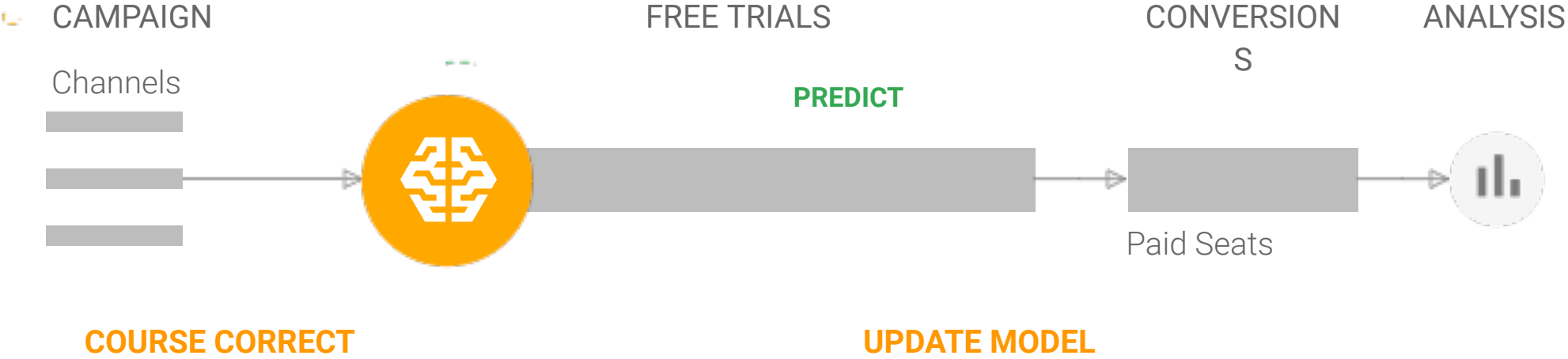
Customer Acquisition for G Suite

Traditional marketing model requires **45+ days** to optimize



Customer Acquisition for G Suite

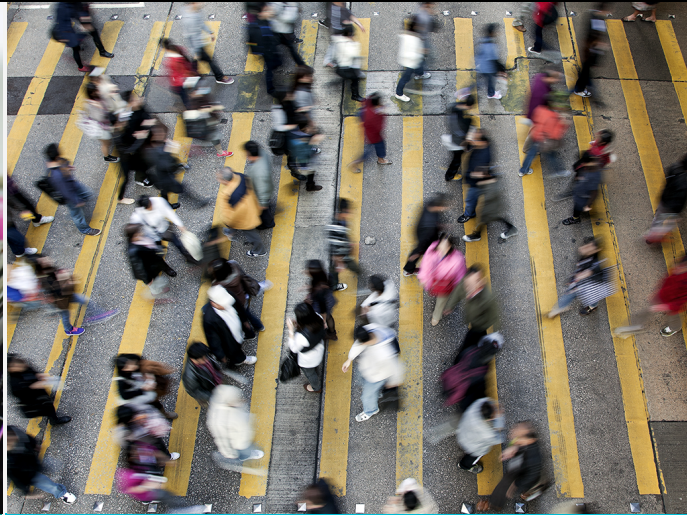
2-day marketing optimization model



2 Days



How can we connect audience insights to media activation and drive better performance?

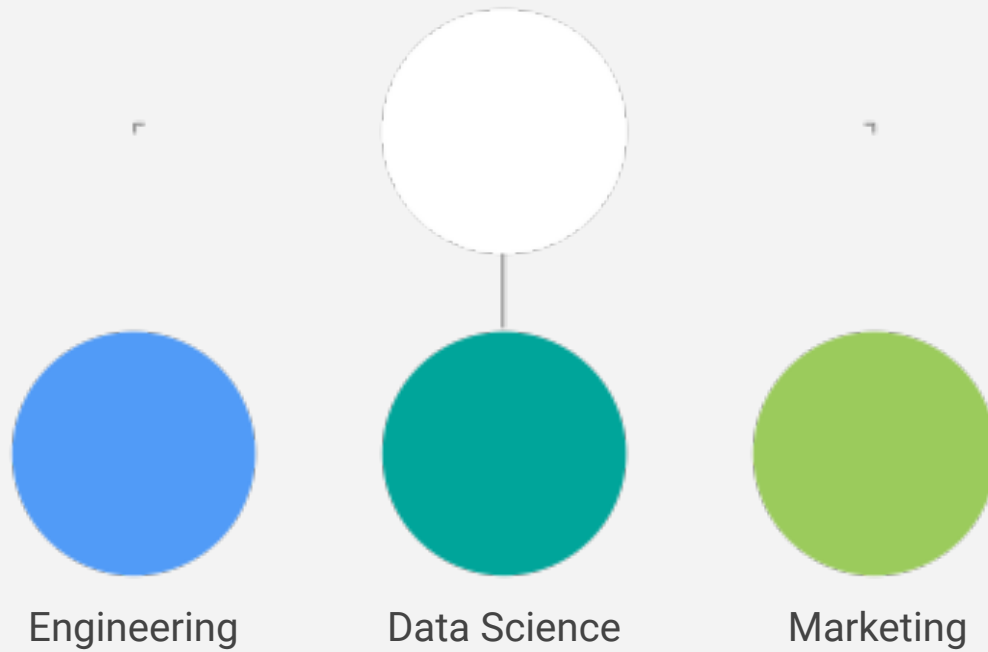


What are the top 3 data silos that could be combined to get a better view of our customer journey?

What new customer insights could we unlock by combining our customer data?

How can we connect audience insights to media activation and drive better performance?

Where to Start: Team



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2018 

#ThinkNL2018

Thank You