

# Marketing Analytics With Looker Blocks and Google BigQuery Data Transfer Service

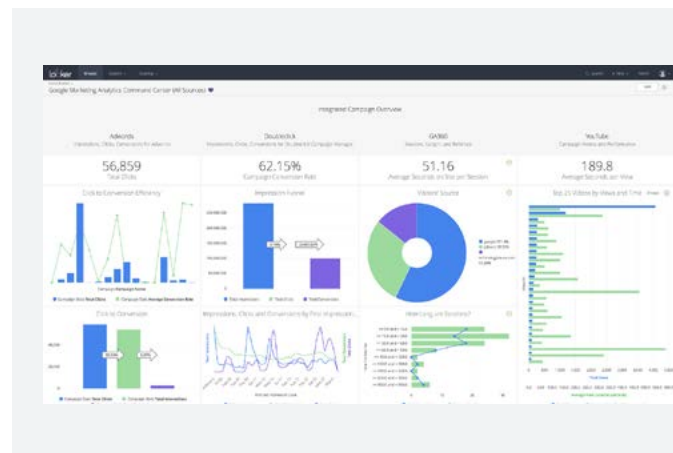
Bring the power of a best-in-breed BI stack to your marketing data, coupled with a super-easy implementation cycle

Almost every company that interacts with customers online relies on one or more of Google's marketing platforms. Whether running search ads using Adwords, video ads on Youtube, banner ads on DoubleClick, or tracking sessions and visitors in Analytics 360, nearly every marketing department has this kind of data. Native analytics capabilities inside each Google advertising platform are a good start, but quickly become limiting because you're only looking at one source – a single silo. Ideally, you would close the loop between deploying an ad, collecting and measuring its impact, and planning the next steps using the insights, but doing so is an incredibly manual process.

Using the Looker platform with Google's new BigQuery Data Transfer Service enables companies to bring all of their marketing data together for analysis in record time.

Do more – Move all your other data into Google BigQuery to see how different channels affect not only one another, but the company as a whole. Tie those pieces of data together using Looker's semantic modeling layer (LookML) then empower every user,

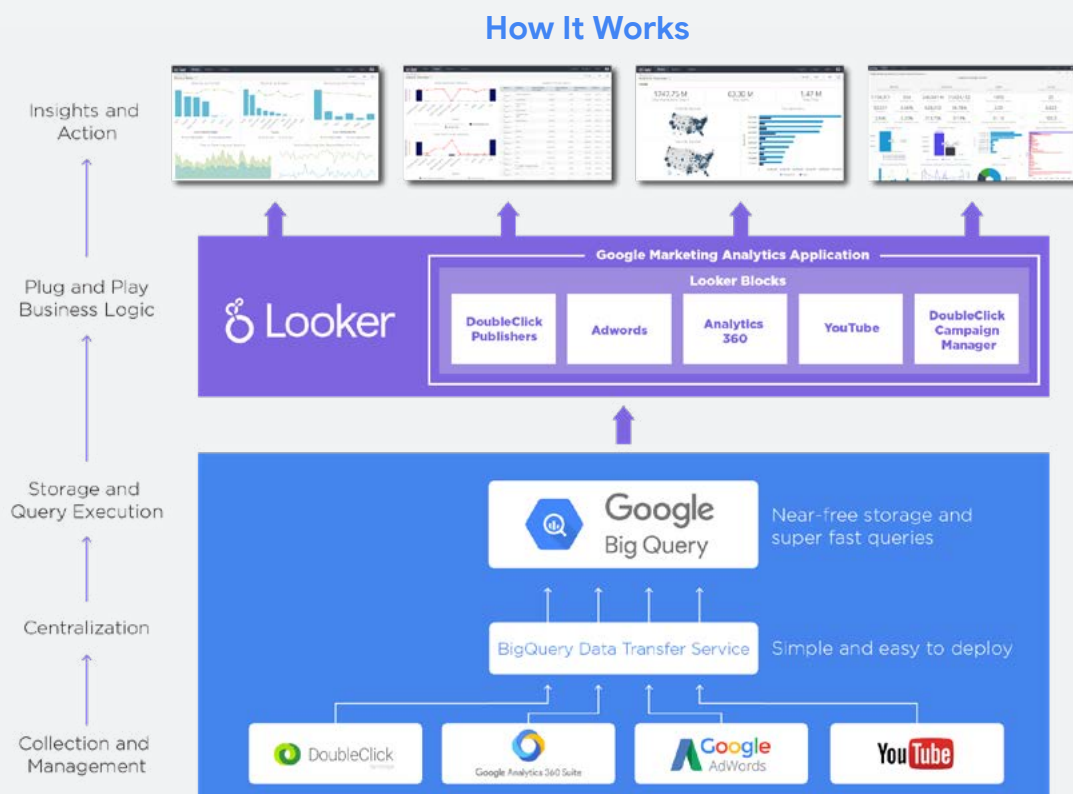
from your finance team to your CMO to your CEO, to use Looker to get all the data they need. They can even create a 360° view of your customer – from first ad to final purchase.



**Easy to deploy** - Google BigQuery Data Transfer Service offers an easy-to-use data transfer tool native within the BigQuery environment. Simply give access to your Google data sources, and the Transfer Service starts moving the data into a BigQuery project you own and control.

**Fast time-to-value** - Looker's new Blocks for Google data sources accelerate delivery via a plug-and-play platform to turn that data into actionable insights immediately. Marketing organizations can get greater value from their data in a matter of hours.

**Best of breed** - BigQuery is infinitely scalable and always returns results in seconds. Looker's deep integration with BigQuery fully leverages the power of the database.



"Google's BigQuery Data Transfer Service makes it easy for us to centralize all the data from DoubleClick for Publishers, Google Analytics, and other internal data sources. Looker's Blocks will allow us to better make sense of that data, with the end goal of building intelligent and predictive products." "

Esfand Pourmand, *SVP of Revenue*, Hearst Newspapers