



# Put Your First-Party Data to Work

Across datasets. Across marketing platforms. Across clouds.

## Access, analyze, and activate first-party data

Looker (Google Cloud's enterprise platform for BI and Embedded Analytics) offers marketers interactive access to their company's first-party data. Once you've uncovered an insight, you can send audience segment lists to marketing platforms like Braze, Marketo, Hubspot and now, Google Ads.

## Expanded tools for coping with a changing landscape

For marketing teams grappling with the deprecation of third-party cookies and increased urgency to leverage their company's first-party data for better segmentation and targeting, Looker has expanded its offering for analyzing and activating customer-centric data with new **out-of-the-box analytics for Google Analytics 4** and **transactional Retail data**, and **new activation points for Google Ads via Customer Match**.

## What's new?

- Looker Block for Google Analytics 4
- Looker Block for Retail
- Looker Action for Ads via Customer Match
- Looker Action for Google Analytics via Data Import

## Quickly analyze your first-party data with Blocks™



Google Analytics 4



Retail

## Activate segments and audiences with Actions



Customer Match



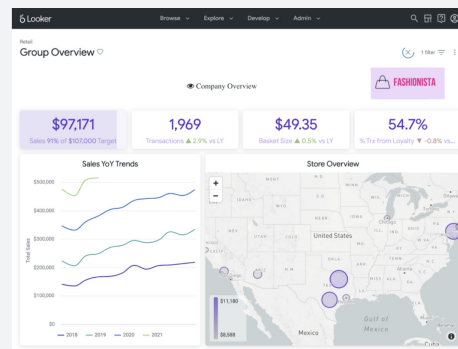
Data Import

## Benefits

Push first-party customer lists into Ads to re-engage existing customers and acquire new ones that look like your best customers

Dig into customer behavior and engagement across devices and platforms

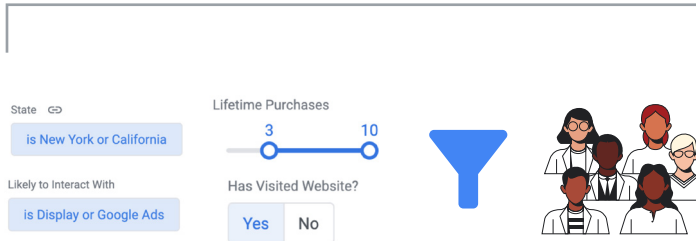
Deeply understand store performance, customer behavior, basket dynamics and more



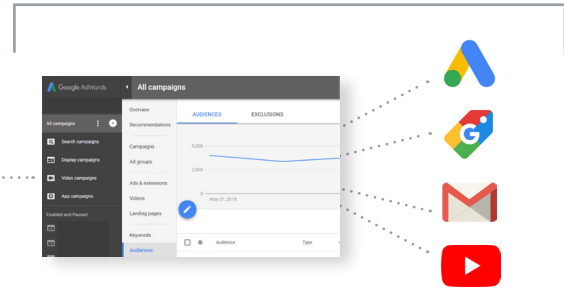
Sample dashboard from Retail Analytics Block



Define segments based on unified customer data in **Looker**



Reach users across-devices with **Customer Match**



## Get the most out of your first-party data

### Retail

Drive consideration of product category X among existing customers of product category Y with precision cross-selling.

### Financial Services

Improve retention of existing customers by targeting them with special offers, as they consider alternatives.

### Gaming

Promote new features or releases in specific games to users whose usage has recently dropped.

### Consumer Packaged Goods

Reach and convert new customers strategically and efficiently using insights from your current customers.

### Media and Entertainment

Promote enhanced subscription plans to customers in lower tiers and avoid advertising to customers with the maximum level of investment.

### Healthcare and Lifesciences

Maintain ongoing engagement with your highest-value members.