Google Cloud

Turn your data into dollars

Three ways to use data and AI to improve profitability

Data and AI make transformative customer experiences possible.

Turn data into a scalable asset that generates revenue and drives more sales from every customer.

01 Monetize your data

Your data holds value. By packaging your data assets, you can monetize them and unlock new revenue

+$50M

Bank BRI **gained over $50 million** in revenue by monetizing more than 50 open APIs for some 70 ecosystem partners.

30%

+$1

Alaska Airlines **increased return** on ad spending **by 30%** for origin and destination campaigns and **earned $1 more** per paid search click.

02 Increase order size

Cross-selling and upselling increase order size. Data and AI make recommendations more successful and underpin more meaningful customer interactions.

Retailer Carrefour strengthened personalized product recommendations. Its ecommerce **revenue rose more than 60%** during the COVID-19 pandemic.

60%

Macy's improved its internal search function and gave customers more relevant results. **Revenue rose 1.3%** per visit and **conversion rates gained 2%.**

1.3%

2.0%

03 Enhance and scale digital experiences

Consumers expect amazing speed, service, and personalization. These require large amounts of data. Cloud databases help you deliver these experiences at scale across channels.

30%

Indian social media app ShareChat **reduced costs by 30%** and was able to scale nimbly when traffic spiked.

99.999%

Sabre travel software generates millions of itineraries a second with **99.999% system availability.**

Don't act in the dark.

Data and AI can show you where significant cost-saving opportunities are hiding in your business, so you know what to do next.

Download "Make Data and AI Work for You" to learn how.

Get the eBook

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