

# Anticipate customer needs with marketing analytics

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Data helps companies make smarter decisions, unlock efficiency, and enhance the customer experience — but only when it's applied effectively. Google's marketing analytics solutions help turn data into contextually relevant information that can yield business insights — so you can connect with your customers in smarter, more personal ways.

## One view of the customer

With integrated tools to help you manage the entire data lifecycle, Google helps you create a single source of truth for marketing data. With Google Cloud Platform, you can ingest and process millions of streaming data points from customer interactions, integrate them with other data sources, and instantly run analyses to identify trends and make predictions. Google Data Studio lets you create and share beautiful visualizations in real time, so everyone has access to important information.

## Insights, not infrastructure

When you use Google Cloud, you're using the same infrastructure that powers Google, with no setup or sustaining operations. Google helps handle performance, scaling, availability, security, and compliance so that you can focus on your data.

## User-friendly tools and integrations

Open and interoperable by design, Google's enterprise solutions work with the tools you already use. With BigQuery Transfer Service, you can load Google AdWords, DoubleClick Bid/Campaign Manager, DoubleClick for Publishers, and YouTube reports directly into BigQuery, Google's cloud-native, fully managed enterprise data warehouse, multiple times per day without writing code. With Ads Data Hub, you can get granular insights on campaign performance without compromising user privacy. Use connectors and standard SQL to connect to popular BI tools like Tableau and Qlik, while flexible pricing models, such as flat-fee or pay-as-you-go, let you choose what works best for your business.

## Related Products

- Analytics 360
- BigQuery
- BigQuery Data Transfer Service
- Cloud ML Engine & APIs
- Cloud Bigtable
- Cloud Dataflow
- Cloud Dataprep
- Cloud Pub/Sub
- Cloud Storage
- Compute Engine
- Data Studio

## Learn More

- **Big Data**  
[cloud.google.com/solutions/big-data](https://cloud.google.com/solutions/big-data)
- **Big Query**  
[cloud.google.com/bigquery](https://cloud.google.com/bigquery)
- **Analytics Solutions**  
[google.com/analytics](https://google.com/analytics)

*“ With BigQuery, we only need to upload the data once into the cloud. We connect to it, and I can create and destroy data sets. It really empowers me as a business user. ”*

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