You can do more with your data. We can help.

Introducing Marketing Analytics Accelerator, a new joint offering for customers of Google and Looker

You've got a lot of data, and relying on siloed sources can only provide a partial picture of it. Digging deeper can reveal the insights you need to drive leads, improve conversion rates, and increase spend.

Google and Looker are working together to help marketers realize more value from their marketing via powerful but simple analytics. As an organization currently using either Google or Looker as part of your analytics stack, you can now take advantage of the Marketing Analytics Accelerator.

This new joint offering is built on the tight integration of Looker with BigQuery. Looker provides a tailored user interface that empowers marketers to analyze their data, while BigQuery provides powerful data warehouse and machine learning capabilities.

This joint offering provides:

A no-cost evaluation and use case development program—our experts will help you identify a high-ROI use case then integrate the needed data sources to get you actionable insights.

A free trial for your company to see the results from your POC and uncover new insights.

A Google C4M assessment to identify additional opportunities to gain value from your marketing data.

Typical marketing data opportunities include:
- Campaign effectiveness analytics and optimization
- Web analytics and optimization
- Enhanced customer acquisition efficiency

82% of CMOs feel underprepared to deal with the explosion of data.

52% of CMOs say they need more qualified data and analytics personnel.

34% of marketing budgets are spent on channels that marketing leaders didn't know existed five years ago.

Real-world results

How Google and Looker are helping other organizations transform their data-driven marketing impact.

H E A R S T

"Google's BigQuery Data Transfer Service makes it easy for us to centralize all the data from DfP, GA360, 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 at Hearst Newspapers.

Self-service analytics is the main reason that Hearst Newspapers are utilizing Looker and Google Cloud. Looker is giving Hearst Newspapers editors the ability to visualize what articles are trending and allowing them to allocate content across properties to maximize ad revenue.

trivago®

Trivago needed a single solution for all analytical use cases and user profiles (e.g., technical vs. business users). The Looker Blocks for Adwords and GA360 were implemented in an afternoon, getting the Trivago team up and running quickly. LookML (Looker's data modeling layer) allowed the data team to curate a consistent and governed experience for end users, opening data up to the whole organization.

Do more with your data with Google and Looker

Centralize your data
Centralize your data sources and join them with Looker so that you can focus on the analysis you need to drive revenue.

Know your customers
Gain deeper insight into your customers and their journey. Combine multiple data sets, track cross-channel customer behavior, and segment customers by the attributes that matter most.

Build a data-driven marketing strategy
Make Looker and BigQuery your single source of truth for all marketing data. Define metrics once to easily build and share custom dashboards that keep everyone on your team aligned.

Start today and lock in your no-cost Proof of Concept

To find out more about the Marketing Analytics Accelerator offer, contact google@looker.com.