



Modern cloud analytics with Fivetran and Google Cloud

Media and entertainment



Introduction

Media and entertainment (M&E) companies face increasing data complexity as they try to deliver a broader portfolio of content choice, convenience and value across multiple accounts within households. Rapid advancements in technology and streaming are transforming the way content and advertising are developed, purchased and delivered.

Ever-changing customer behaviors and direct-to-consumer distribution models are redefining viewer engagement and how it is analyzed and monetized. Topped with the growing pressures of economic uncertainty and agile new players, these challenges are impacting subscriber acquisition and retention rates, as well. To thrive in this high-velocity market, M&E companies need on-demand access to data for actionable business intelligence and insights.

Together, Fivetran and Google Cloud deliver world-class data management and analytical capabilities that help you stay on the competitive edge of customer engagement, content portfolio innovation and revenue generation.

1. Build a 360-degree view of your customers

With the streaming wars heating up, it's more important than ever that you have access to data that can help you spot the trends and predict your subscribers' next moves.

Building a 360-degree view of your customers is the first crucial step. This provides an overall picture of your subscribers' interactions at various phases of their journey — from purchase to promotional interactions to entertainment content choices.

A true 360-degree view of your customers requires the ability to securely centralize and integrate data from whatever external sources you need.

Fivetran delivers the most up-to-date and accurate view of all your disparate data, centrally located in Google Cloud's secure and reliable global infrastructure for total visibility. As your teams bring on more global customers and new services related to content streaming, advertising and gaming, Fivetran scales with you. Fivetran's fully managed data pipelines automate the movement of data from any source to keep up with your subscribers' journeys – without slowing down the user experience.

You can take advantage of this data using Google Cloud's BigQuery data warehouse and artificial intelligence (AI) and machine learning (ML) models to predict and personalize the customer experience. The next section will explore personalization that brings subscribers closer to the experiences they love.

2. Deliver a personalized experience to viewers

A 360-degree view of your customers empowers you to inject true personalization that influences your subscriber's journey without slowing down the user experience. This is only possible with high-volume data movement that is centralized for reporting, predictive modeling and analysis. Slow data processing can impact critical in-application movements and create missed opportunities.

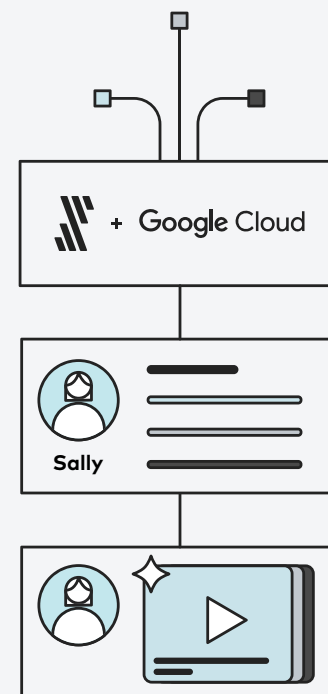
Fivetran's low latency change data capture (CDC) solution lets you consolidate massive amounts of valuable data intelligence from various sources that can be used to:

- Eliminate friction points in subscriber journeys, such as lack of payment methods
- Identify when to offer more value to your subscribers, like selling additional bundled streaming services or upselling an ad-free version
- Match your content portfolio to the right audience based on their previous watch history and interests

Infusing your centralized data information with predictive modeling and sophisticated AI/ML algorithms that are quickly built in Google BigQuery, you can make recommendations, predict user behavior and drive monetization moments in real-time. Use Fivetran and Google Cloud to analyze and report on your customer data, and make personalized recommendations in-platform. Know the actions of subscribers and accelerate your ability to see and influence your customer journey with accurate, high-volume data movement.

Here's an example of how Fivetran and Google Cloud can help you consolidate data and build a real-time customer 360 that leads to creating meaningful engagement.

Let's walk through part of Sally's subscriber journey. Based on customer data that Fivetran helps centralize in Google Cloud, you know Sally is likely to be in the 45-55 age range, lives in the Midwest, has children and frequently watches cooking shows. Google Cloud's AI/ML technologies make it possible to personalize content to Sally based on these demographics and other subscribers who have a similar profile, and Fivetran make it possible to scale. Now your team is able to recommend a brand-new cooking show to Sally next time she logs in.



3. Increase subscriber acquisition and retention

Subscriber journeys are getting more complex. To increase subscriber acquisition and retention, you need visibility into the actions of your subscribers, both in-app and out. With Fivetran and Google Cloud, you gain a centralized, holistic picture of your business performance, from ROI to customer engagement to sales effectiveness.

Fivetran powers high-volume data movement and centralizes data from hundreds of SaaS and on-prem data sources into cloud destinations, such as Google BigQuery. It ensures the data throughout your system is accurate and complete for analysis and reporting. You can overcome complexities, such as tracking households using multiple accounts with confidence and trust that in-app recommendations are going to the right person at the right time.

The real-time, low impact data delivery from Fivetran coupled with the AI/ML predictive modeling tools of Google BigQuery create new opportunities to increase customer retention while preserving your bottom line.

Plus, you can access, analyze and report on the most up-to-date subscriber data insights to power and scale your M&E business, including:

- Service usage metrics, such as content downloads or household subscriptions
- Engagement with advertising, including key metrics like clicks and impressions
- Content choices, preferences and interests

CUSTOMER STORY

GroupM delivers vital client insights with Fivetran

Based in Oslo, GroupM is a global media agency group, serving more than 200 clients with technology-enabled services that connect with premium partners including Google, Facebook and Amazon. GroupM provides a shared services-type function for the other agencies in the group – MediaCom, Mindshare, Wavemaker, MediaPlus – and is responsible for collecting data and measuring the effectiveness of their award-winning advertising campaigns.

The Challenge

Its data team was using Supermetrics to pull marketing data directly into Google Sheets to prepare data analysis in Google BigQuery. But scaling limitations were becoming apparent – at a prime time when clients want faster access to more insights. Manually built data pipelines would occasionally fail, caused by issues that were hard to detect and resolve.

The solution

Fivetran's pre-built data connectors enable GroupM to pull data from 15 different sources, including Facebook Ads, LinkedIn Ads, Snapchat Ads, Google Ads, Google Analytics, Google Campaign Manager and Twitter Analytics, at speed and in a reliable way.

Fivetran's self-healing and zero maintenance architecture, along with fast and easy access to its pre-built connectors, dramatically speed up data ingestion into Google BigQuery for advanced reporting.

Key benefits

- Dashboard KPIs and daily reports provide enhanced value and accelerate insights for clients
- Fivetran saves GroupM's data team more than 75 hours per month
- Marketing analysis informs advertising strategy and decisions on when and where to spend advertising budget
- Automated pipelines enable sales modeling and analysis of factors that influence a purchase

"Instead of spending our time maintaining pipelines and collecting data, we are actually using the data. The big win for us is that all sources are gathered into one place using Google Cloud for Storage and Data Studio for visualization which would normally be viewed manually in different reports across different systems."

Herman Mull,
Data Analyst, GroupM

[Read the full story](#)

groupm

Together, Fivetran and Google Cloud enable media and entertainment companies to uncover new monetization opportunities, optimize costs and gain competitive advantage.

[Learn More](#)

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Fivetran is the global leader in modern data integration. Our mission is to make access to data as simple and reliable as electricity. Built for the cloud, Fivetran enables data teams to effortlessly centralize and transform data from hundreds of SaaS and on-prem data sources into high-performance cloud destinations. Fast-moving startups to the world's largest companies use Fivetran to accelerate modern analytics and operational efficiency, fueling data-driven business growth. For more info, visit [Fivetran.com](https://fivetran.com).