Fivetran Google Cloud

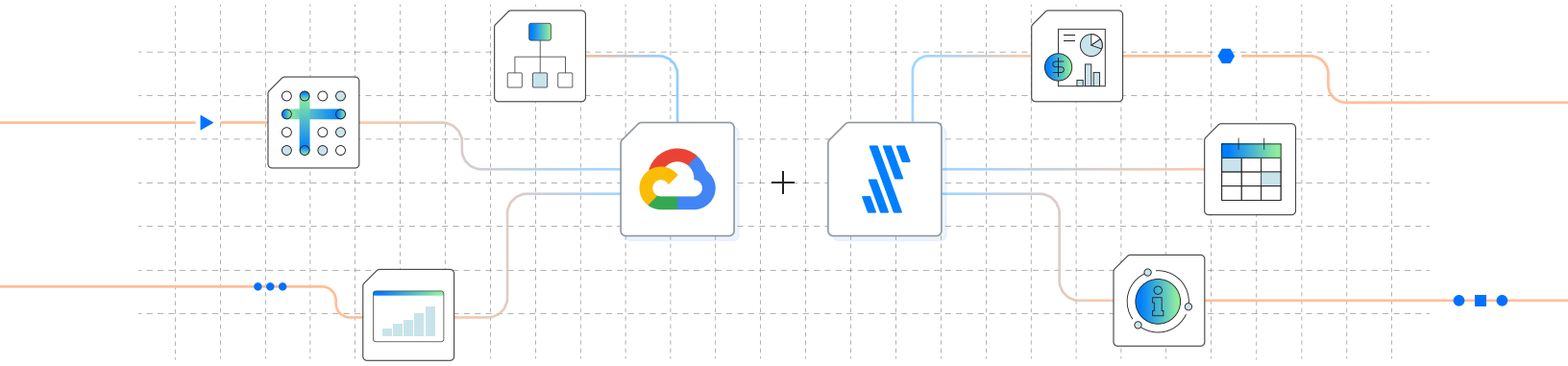
Optimize your retail marketing with Fivetran and Google Cloud

Uncertainty has become a way of life for consumers. From the pandemic to inflation to whatever comes next, consumer behavior is changing rapidly. Demands are increasingly hard to predict and shoppers are engaging, interacting and buying differently. As a result, perhaps no industry is experiencing greater shifts and facing more challenges than the retail industry.

COVID-19 accelerated the digital transformation of customer and supply chain interactions by three to four years, and staying competitive requires new strategies and practices.[1] A 2022 IDC study found data visibility across the value chain is the top pain point in retail store operations.[2]

Best-in-class retailers are embracing the next generation of marketing analytics. They want to understand how to better manage disruption, retain and attract customers and deliver personalized experiences that translate into sales.

With Fivetran and Google Cloud, your marketing teams have instant access to analytics that deliver a complete view of your marketing and unlock greater business value.



1. McKinsey & Company, "How COVID-19 has pushed companies over the technology tipping point – and transformed business forever," October 5, 2020.
2. IDC, "The Importance of Automated Data Movement for Today's Modern Omni-Channel Retailers," May 2022.

> "Combined with BigQuery and Looker, [Fivetran] is allowing us to make better decisions. This frees up time for the data team to take more of a strategic approach, to create long-term solutions and to move away from creating reports for people."
>
> **Tom Montgomery,** Co-Founder, Chubbies Shorts

01 **Maximize your marketing with real-time analytical insights**

Fivetran delivers secure and reliable pipelines that can be set up in minutes to feed data into Google BigQuery. Breakdown silos by connecting data to gain holistic marketing insights. Drive campaign performance with native Google Ads data integration with BigQuery. Enable predictive marketing analytics to understand your ROI.

02 **Centralize your key marketing acquisition data**

With an ever-growing arsenal of marketing tools, it's more important than ever to centralize all your data, reliably and in real time. Centralize your data sources into BigQuery to gain deeper insights into marketing data with zero engineering required. Ensure your cost of acquisition analysis covers marketing data from across your entire marketing stack to gain a more granular view of your marketing efforts.

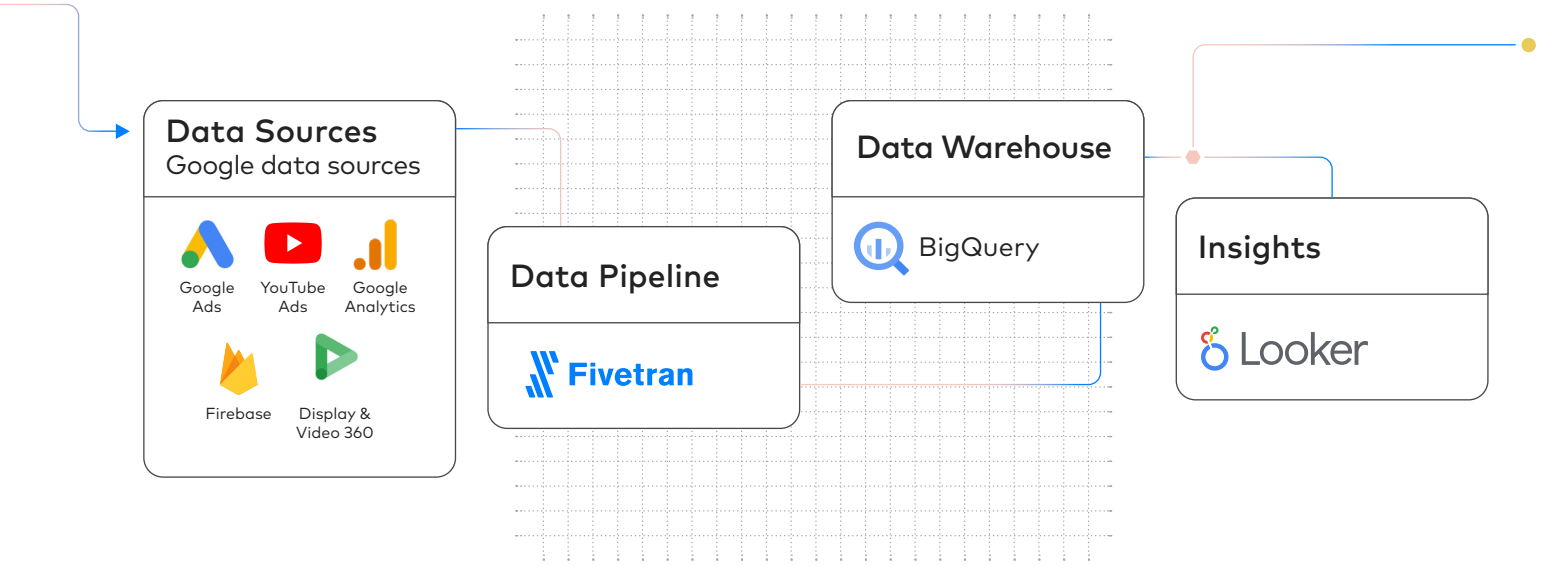
03 **Get a complete view of your marketing mix**

Fivetran automates data movement into Google BigQuery so you can easily consolidate all your ad spend data and connect it to your systems of record. Get data visibility across the value chain and deliver up-to-the-minute insights for better marketing decisions. To improve your ad analytics, we've released a free Fivetran data model that rolls up the ad spend, clicks, and impressions across the biggest advertising platforms, including Google, Pinterest, Facebook and Twitter. Easily calculate your marketing mix to get the most out of your advertising.

04 Enhance the customer experience

Leverage Fivetran to obtain near real-time visibility into transportation operations and costs to ensure accurate website inventory and out-of-stock data. Together with Google Cloud, you can monitor and leverage customer sentiment to plan product improvements, prioritize improvements, prioritize customer issues, and optimize Ads spend.

Marketing analytics with Fivetran and Google Cloud accelerates insights into action



Empower marketing with real-time data and better decisions

Drive actionable marketing campaigns with the combined power of Fivetran and Google Cloud. Establish a data-driven, self-service marketing culture by integrating data that can power your marketing campaigns. Maximize the value of your data and improve marketing performance and business outcomes with Fivetran and Google Cloud.

Google Cloud
GLOBAL
Partner of the Year
Technology
2021

Learn more at fivetran.com/partners-google-cloud.