**Manuals+** — User Manuals Simplified.

# Google Cloud Marketing Analytics and AI Solutions Instructions

## Contents

**Google Cloud Marketing Analytics and AI Solutions**

Data Sources

Google data sources

First Party Data Sets

| CRM | Content | Social |
| E-commerce | Consumer Service | Email |
| Product | Sales | |

Google Cloud

BigQuery

Vertex AI

Insights and Activation

Looker

- Slack
- Tray.io.
- Zapier
- Airtable
- DropBox

- Braze
- Twilio
- Segment
- Marketo
- HubSpot

- Google Analytics Beta
- Customer Match Alpha
- Google workspace
- Google Cloud Storage
- mParticle

Customer connectors

...

## Specifications

- **Product:** AI for Marketing
- **Platform:** Google Cloud
- **Capabilities:** Campaign building, loyalty enhancement, preference prediction, measurement, performance optimization, creative content generation
- **Projected Value:** Exceed $107.5 billion by 2028

## Product Usage Instructions

- **Section 01:** AI Essentials
- Today, AI provides clarity across marketing campaigns and customers. It enhances automation, speed, and productivity for marketing teams.
- **Measurement:**
  - To leverage AI effectively, focus on adopting measurement best practices. Use AI to keep pace with changing consent rules, ensuring privacy-compliant measurement and data capture.
  - Share the AI Essentials checklist with media and database teams to establish a solid data foundation.
- **Performance:**
  - Test and scale AI-powered campaigns to optimize customer touchpoints across devices, platforms, and ad formats. Let AI identify the best-performing strategies and scale them for improved results.
  - Utilize tools like Performance Max from Google Ads for optimized campaign performance.
- **Creative:**
  - Utilize Gen AI tools to speed up the creative process. Generate new ideas and tailor assets for different audiences, devices, and platforms. Google's integrated AI streamlines creative production across all ad products.

## FAQs

- **Q: How can AI enhance marketing campaigns?**
  - **A:** AI can provide data-driven customer insights, personalize audience segments at scale, optimize media

spend, and generate tailored campaign content for better results.

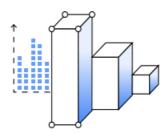- **Q: What are the key areas where AI is transforming marketing?**
  - **A:** AI is revolutionizing measurement practices, enhancing campaign performance, and streamlining creative production in marketing.

**WELCOME….**

- Hey marketers, how does today look? Are you ready to build campaigns in a click?
- Level-up loyalty? Predict preferences, at scale?
- All this and more is possible in marketing, right now, with AI on Google Cloud.
- "When it comes to AI in marketing, one of the things we hear most clearly is that people want to move beyond the hype to the how."
- Alison Wagonfeld, CMO, Google Cloud
- In marketing today, AI is unleashing efficiencies, accelerating time to market, and ultimately boosting the bottom line.
- No wonder adoption is growing exponentially value is projected to exceed $107.5 billion by 2028, up from $15.8 billion in 2021′ This growth is being seen across three key areas.

## PRODUCT INFORMATION

- **MEASUREMENT**



  - **Get insights you can act on**
    - With AI, you can ask for data-driven customer insights—and get them in a snap. And, by automating repetitive measurement tasks, you can act on insights much faster.
- **PERFORMANCE**



  - **Make every media moment count**
    - With AI, you can effortlessly segment your audience, personalize at previously unimaginable scales, and drive greater returns on media spend.
- **CREATIVE**

- **Generate content at scale**
  - With AI, you can supercharge productivity while delivering campaign content that's dynamically tailored to generate the best results.

Let's take a look at how marketers are making magic with AI on Google Cloud.

- We get it. Implementing AI can feel like a leap. No matter where you're at today, Google Cloud can help you hit the ground running with responsible, trusted AI solutions that deliver incredible results.
- Explore our four-stage framework for how to put AI to work in your marketing.

## AI Essentials

- Today, you can see and do more.
- AI delivers new clarity across marketing campaigns and customers.
- It also helps marketing teams to work faster and more effectively—whether they're creating campaigns or testing them in the market.
- **80%** of CMOs say that gen AI is already improving automation, speed, and productivity2

## MEASUREMENT

- **Adopt measurement best practices**
  - To get great results from AI, your data is your differentiator. Yet the rules around collecting and using this data keep changing.
  - AI helps marketers keep pace with the changing consent rules and ensures adherence for privacy-compliant measurement and data capture.
  - Share this **AI Essentials checklist** with your media and database teams to build a solid data foundation.
  - Engage your CIO on the value of data with this guide on **enterprise truth**.

## PERFORMANCE

- **Test and scale AIpowered campaigns**
  - Customer touchpoints have multiplied, so manual optimization is no longer possible.
  - AI-powered campaigns optimize for you, across all the many devices, platforms, and ad formats you use. First, AI tests what works best, then it scales the winners and you watch the results roll in.
- **Customer insight**
  - ManyPets realize these results with **Performance Max**, Google Ads' optimization tool.
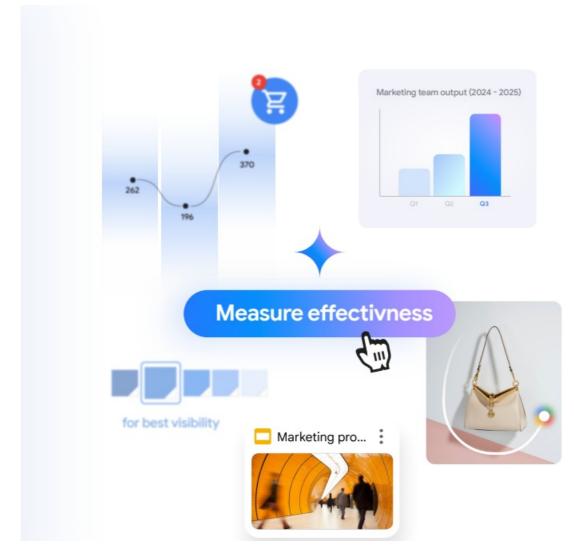
**CREATIVE**

- **Speed things up with gen AI tools**
  - Gen AI helps creative teams come up with new creative ideas, and then tailor assets for different devices, platforms, and audiences.
  - Streamlining the creative process with gen AI, marketing teams maximize creative variety and performance, while minimizing the cost and time associated with creative production.
  - Did you know? Google's AI is integrated into all of its ad products to streamline the creative process.

  Marketing  Scenario

  - Imagine you're sitting down to look at your marketing results for the quarter.
  - Your customers are all over the world, and their data is stored in multiple systems. Until now, it's been hard to make sense of it all, let alone act on it.
  - But then you start using AI for marketing. Soon, you're seeing things you couldn't see before. You're getting better campaigns out the door, faster.
  - You're demonstrating to your CEO how much more effective your creatives have been. And you're able to show the impact on your team's P&L.



**AI Deployment**

**Today, you can start using AI.**

With the essentials in place, marketers can start working across teams to access and act on predictive insights. This way, optimization, and personalization turn from possibility to reality.

**MEASUREMENT**

- **Build your first-party data foundation**
  - The best data for AI is first-party customer data.
  - Start by building a solid foundation of user-consented first-party data—collecting it from within marketing, elsewhere in your organization, and from further afield.
  - Then, make it all accessible and useful for your marketing teams using AI tools.
- **Industry insight**
  - 72% of consumers say they're more likely to buy from companies they trust with their data

**PERFORMANCE**

- **Test and scale AI-powered campaigns**
  - AI helps you align every action in a campaign with real business outcomes like sales, revenue, or profitability.
  - It means that, instead of just focusing on clicks, conversions, or CPA, you're demonstrating marketing's ability to drive growth.
  - At the same time, AI can help you allocate a budget where it's most effective for maximum ROI.
- **Customer insight**
  - Job site Indeed powers growth with new lifetime value modeling, scaled with AI.
  - 200% increase in ROAS
  - 50% decrease in CPA

**CREATIVE**

- **Speed things up with gen AI tools**
  - Using AI, you can generate and test thousands—even millions—of creative variations for your campaigns.
  - Content can be tailored to different audiences and placements in a click, while always staying true to your brand guidelines.
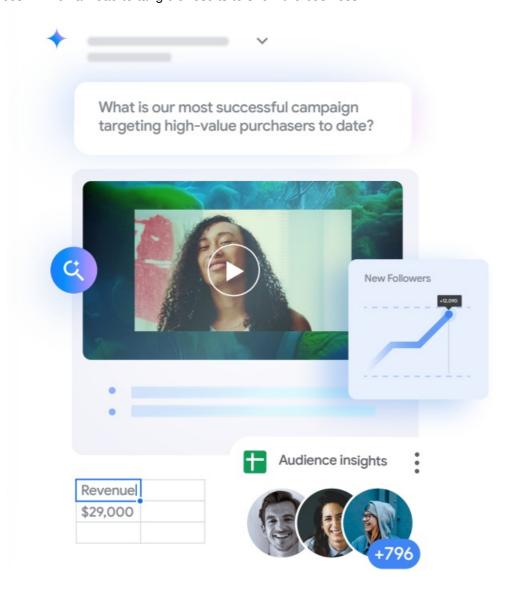- **Customer insight**
  - Mondelez is personalizing assets at a massive scale using AI.
  - 20 million creative assets
  - 10% increase in global ROI

Marketing Scenario

  - Now, you can start predicting which segments of your market are likely to behave in certain ways and put these insights to work at scale.
  - You could use AI to help you identify which customers are most likely to churn and push a campaign to

market in minutes to head that off. Or what about showing up for your top 20% of customers, knowing that it will deliver an additional 20% in revenue?

- With AI, you're getting to market faster, opening up new opportunities, and delivering better customer experiences—which all lead to tangible results to show the business.



## AI Expansion

- Today, you can build better campaigns.
- The more marketers use AI, the more opportunities open up. At this stage, it's possible to start pushing new boundaries to deliver tangible increases in revenue.
- 10% increase in market share annually for companies that pursue omnichannel strategies like hyper-personalization4

**MEASUREMENT**

- **Find your best audiences**
  - Use AI to predict how customers will behave against any goal, and use the insights to maximize campaign impact and media ROI.
- **Predictive LTV**
  - Know which potential customers will have high LTV based on the LTV of existing customers.

- **Predictive metrics**
  - Know customers' likely behavior in the future, based on measures like purchases, churn, and revenue.
- **Predictive audiences**
  - Build high-propensity audiences for any directly measurable action.

## PERFORMANCE

- **Use AI to boost customer segmentation**
  - Once you've found your best audiences, use AI to target those with the highest propensity to take action.
  - AI-powered customer segmentation and personalization deliver far more impactful results than traditional audience analysis.
- **Customer insight**
  - Shoe creator VANS optimized its omnichannel strategy with AI to outperform during the holiday season.
  - 86% lift in sales YOY
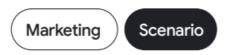  - 46% increase in conversions
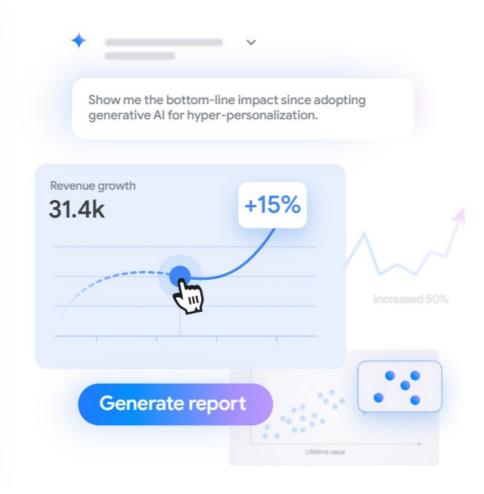
## CREATIVE

- **Use AI to identify your best creative**
  - Analyze past campaigns to identify which creative elements get the best results. AI can help you pinpoint whether past success was due to the creative itself, the audience, media placement, or just timing.
  - You can then train your AI models to double down on what works best.
- **Customer insight**
  - Pfizer uses weather data to supercharge creative targeting.
  - 2.9% increase in prescriptions

Marketing Scenario

  - With the AI essentials in place, your marketing team is ready to transform.
  - You build customer service experiences that predict customers' needs before they contact you, allowing your support staff to do great stuff, and not sweat the small stuff.
  - You're getting hyper-targeted with your campaigns, and it's delivering hyper-results.
  - And you're demonstrating to the executive team that marketing is a significant growth driver.

## AI Transformation

- Today, you can deliver the magic.
- With AI in play, it reaches a point where the marketing team morphs into a critical enabler of business transformation—building new products and services that are scalable across the enterprise.

### MEASUREMENT

- **Access business insights and trends, faster**
  - Unlock easy access to unique insights and trends, from both inside and outside your company.
  - It means you can jump on emerging trends faster than ever before—way faster than your competitors.
- **Customer insight**
  - Estée Lauder is using AI to find signals inthe noise of product reviews and online conversations and uses these insights to inform new product development.

### PERFORMANCE

- **Use AI to optimize across all channels, continuously**
  - Drive ongoing audience decisions, channel allocation, and scenario planning against your business objectives.
  - At this point, AI is continuously learning and optimizing across all of your marketing.
  - Did you know? You can partner with Google Cloud to develop real-time systems for:
    - Media performance and personalization

- Audience segmentation and propensity models

**CREATIVE**

- **Supercharge productivity with an AI-powered creative studio**
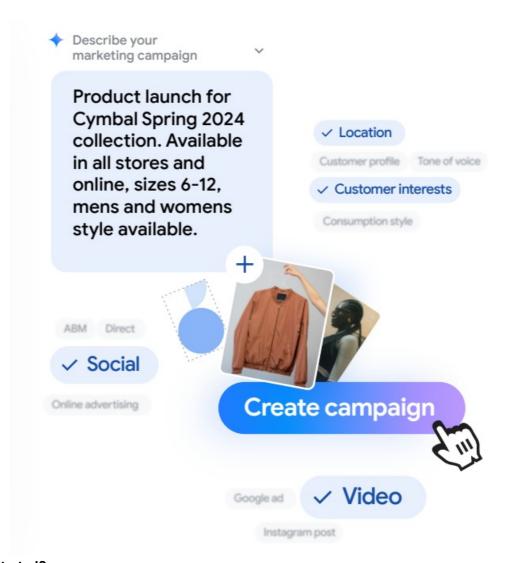  - Build an AI-powered studio trained on your brand's guidelines, tone of voice, and more, to generate quality, versatile content at scale.
  - The ability to experiment with new AI capabilities in a secure environment opens up remarkable new possibilities for marketers.
- **Customer insight**
  - French retailer and wholesaler Carrefour has built an AI creative studio with Google Cloud.
  - Trained on the company's brand guidelines and most successful campaigns, the AI can create a first draft of comprehensive marketing campaigns in a matter of minutes.

  Marketing Scenario

  - You now have the potential to speed ahead.
  - Powered by AI insights and automation, you can build unique, enterprise-wide solutions that have customers clamoring for more of your products. You can reinvent customer service experiences at scale.
  - You can reimagine what your own media can do for you. And so much more.
  - You're no longer just any old brand.
  - You're the number one brand in your category, in the world.

- **Ready to get started?**
  - Google Cloud will help you realize your bold ambitions with AI for marketing.
  - **To learn more, speak to us today** .

## References

1. Statista, 2023, **Market value of AI in marketing worldwide from 2020 to 2028**
2. BCG, 2024, **How CMOs are shaping their GenAI future**
3. Hubspot, 2024, **Google's Head of Technology Platforms on how first-party data & AI will transform the ad industry — for the better**
4. McKinsey, 2023, **AI-powered marketing and sales reach new heights with generative AI**

## Documents / Resources

[**Google Cloud Marketing Analytics and AI Solutions**](#) [pdf] Instructions

Marketing Analytics and AI Solutions, Analytics and AI Solutions

# References

- [**User Manual**](#)