Google Cloud

Marketing Meets Science

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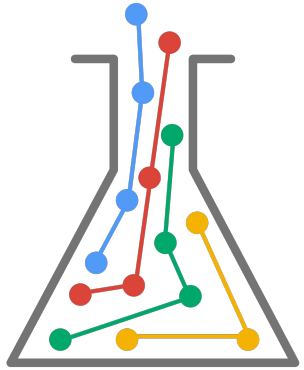
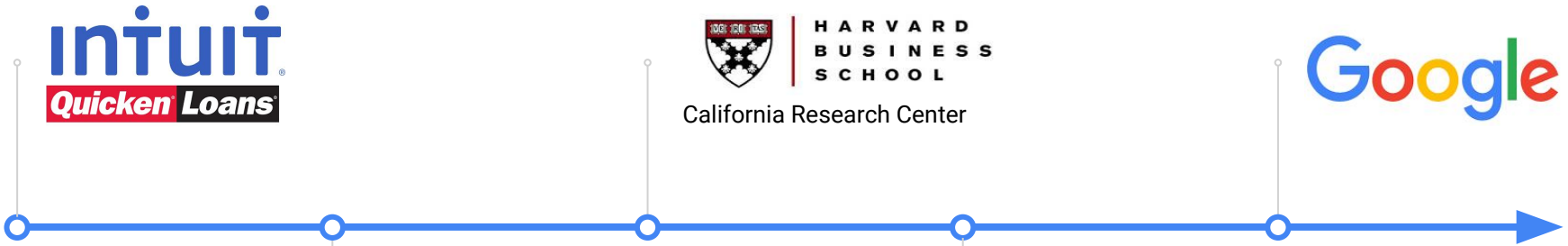
VP Marketing, Google Cloud



My journey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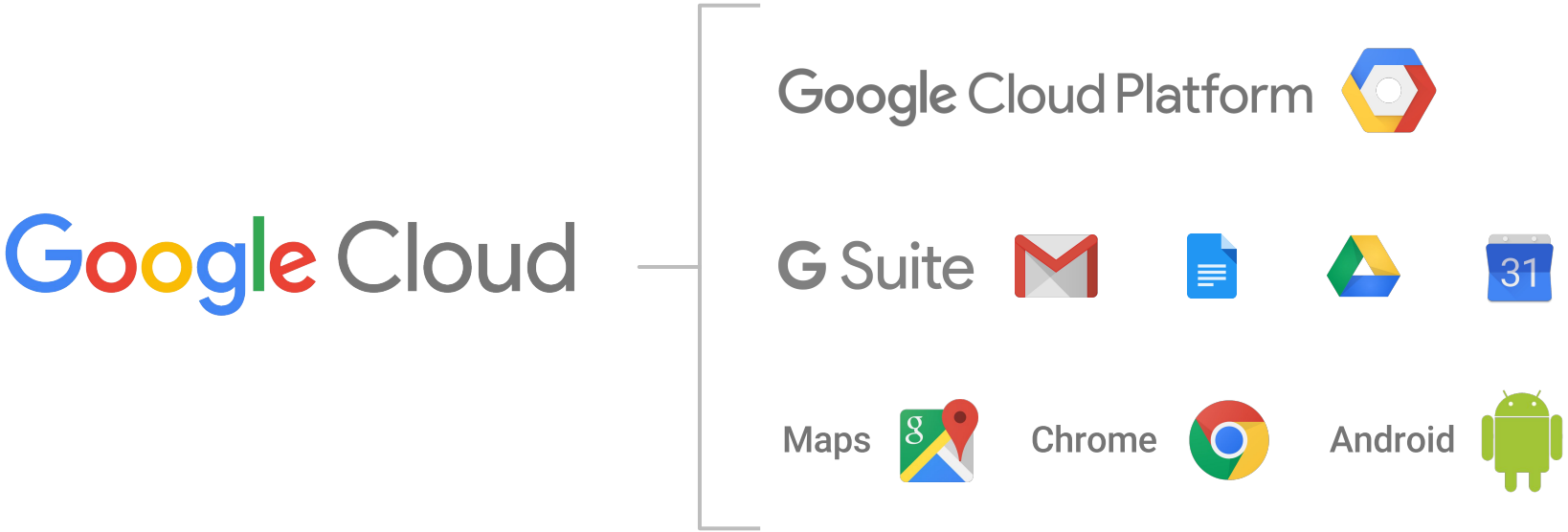

Google Cloud
Google Cloud Platform
G Suite
31
Maps
Chrome
Android

Marketing demands constant innovation

The marketer’s role is changing

FROM

Traditional campaign execution

Data capture

Retroactive performance analysis

TO

Hyper-relevant, Real-time engagement

Data-backed customer insights

Performance-led strategy

Thoughtful, targeted, scalable

Proactive

Big Data

Analytics

Machine Learning

Gives computers the ability to learn without being explicitly programmed.

Machine Learning

Machine Learning Opportunities in Marketing

IDENTIFY
Customers

TARGET & APPROACH
Customers

GROW
Customers

OPTIMIZE SPEND

Examples of Machine Learning in marketing at Google Cloud

1. Acquisition
2. Customer growth

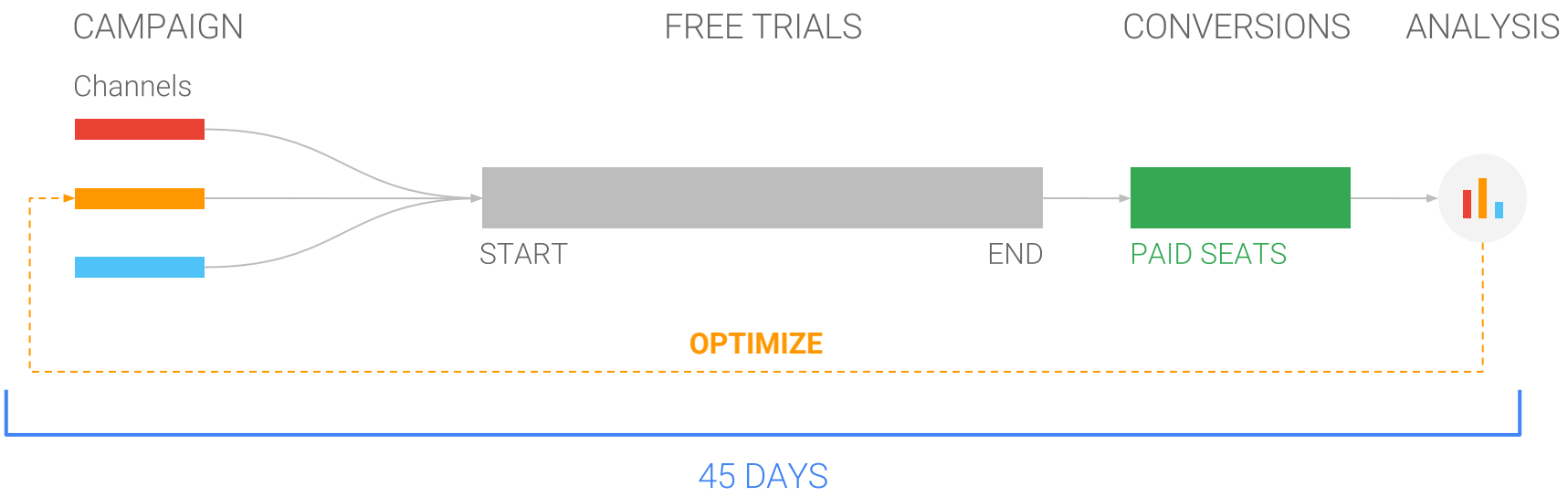
Business Challenge #1

Which campaigns are driving the most paid G Suite users?

Example 1:

Customer Acquisition for G Suite

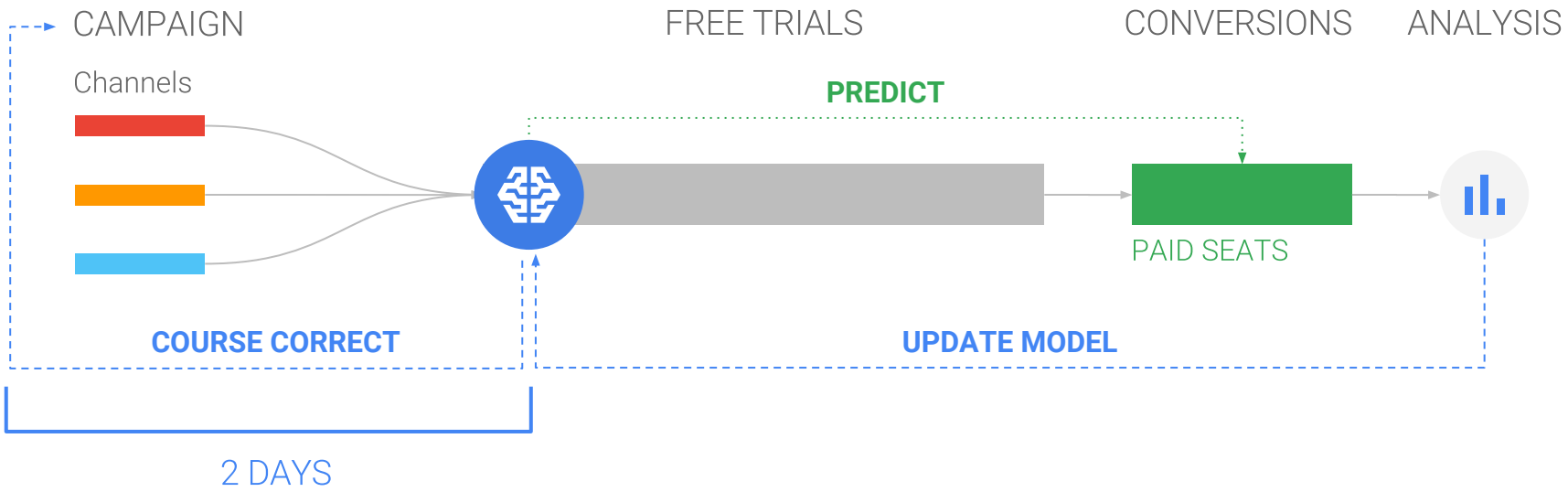
Traditional marketing model requires **45+ days** to optimize



Example 1:

Customer Acquisition for G Suite

2-day marketing optimization model



G Suite by Google Cloud

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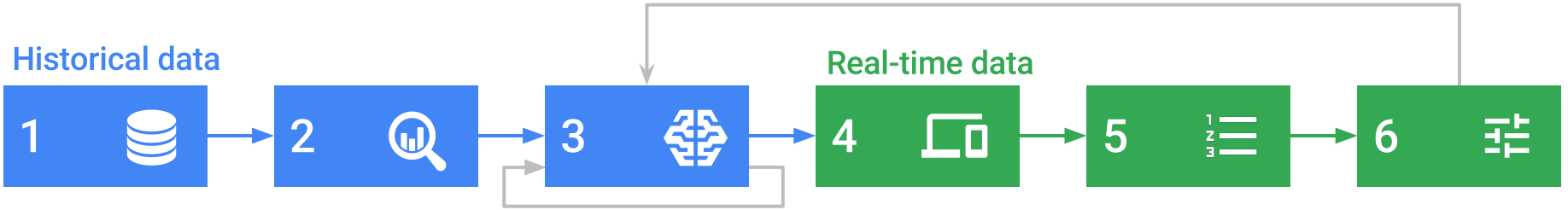
GET STARTED

Example 2:

Customer acquisition for G Suite with ML

Looking under the hood



1. Data is collected.
2. Data is analyzed & visualized.
3. ML model is created and trained.
4. Paid media campaigns begin.
5. New free trial accounts get scored.
6. ML makes automated paid media campaign adjustments.

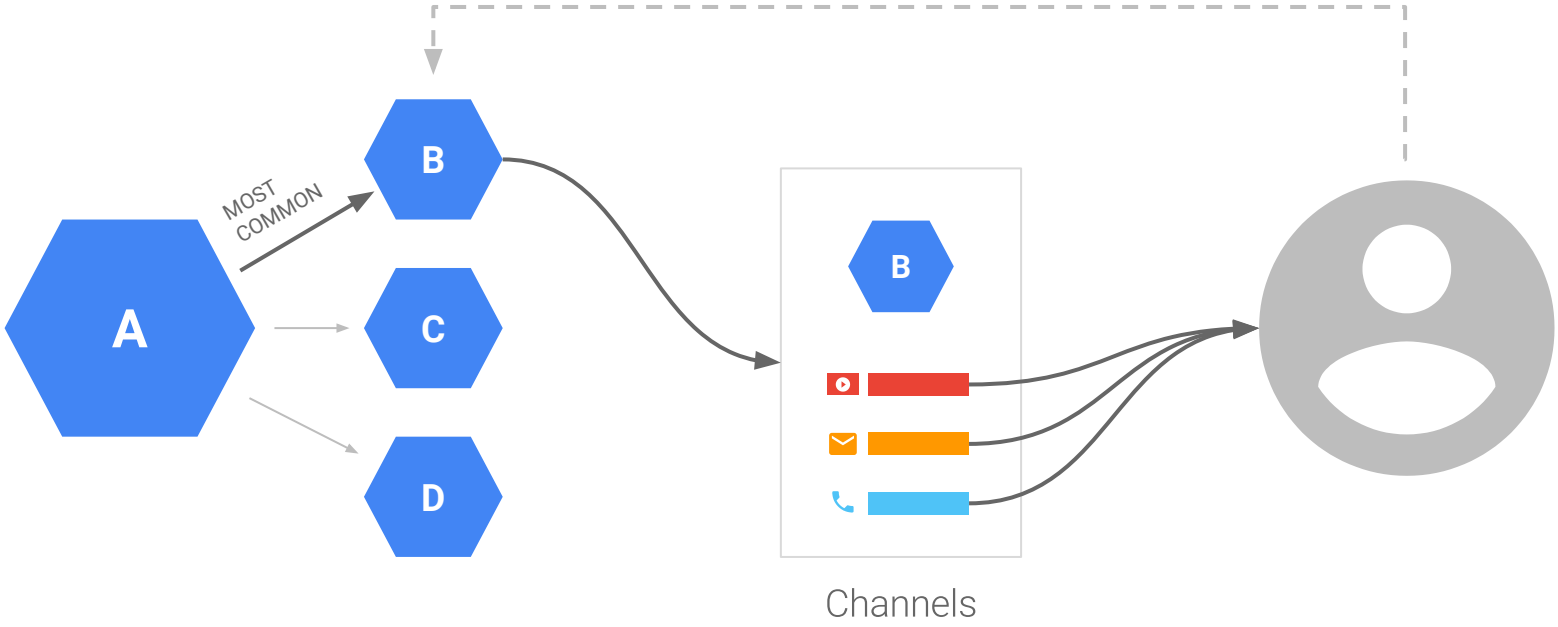
Business Challenge #2

What is the optimal “next” product for each Google Cloud Platform (GCP) customer?

Example 2:

Customer account growth for GCP

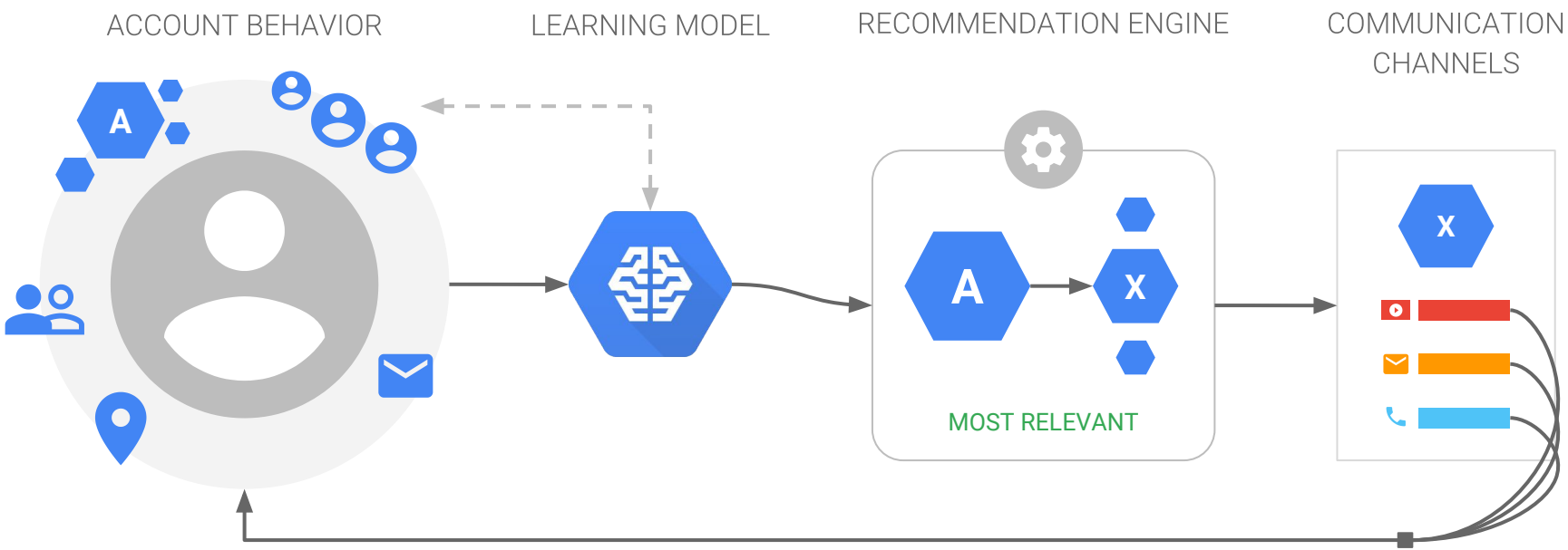
Traditional product correlation model



Example 2:

Customer growth for GCP

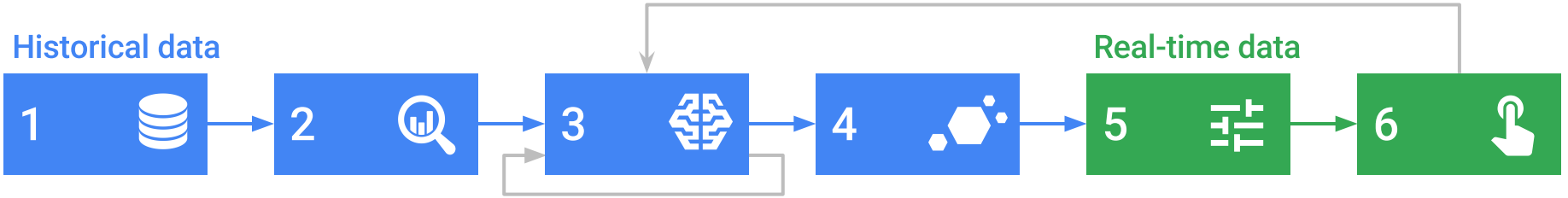
Recommendation engine



Example 2:

Customer Growth for GCP with ML

Looking under the hood



Data is collected.

Data is analyzed & visualized.

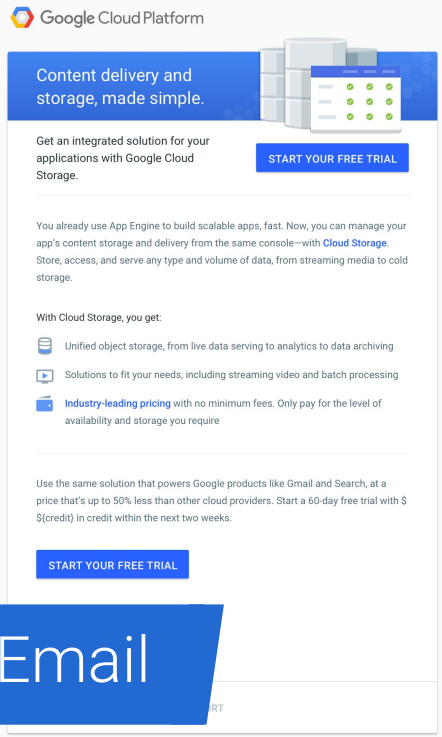
ML model is created and trained.

ML scores accounts, suggesting products and offers.

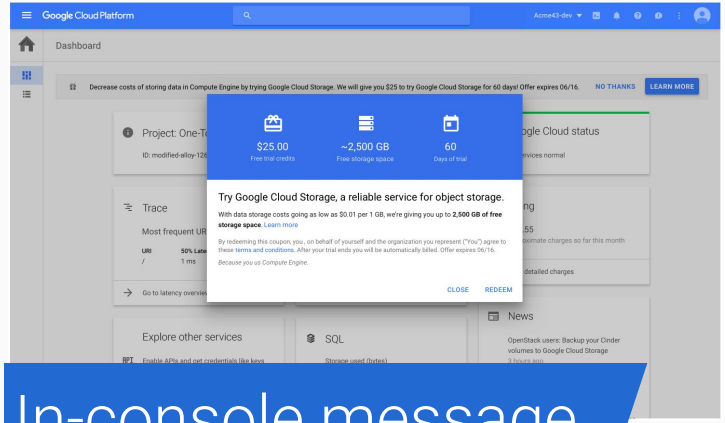
Recom-mendation campaigns begin across channels.

Consumer takes action, informing the ML model.

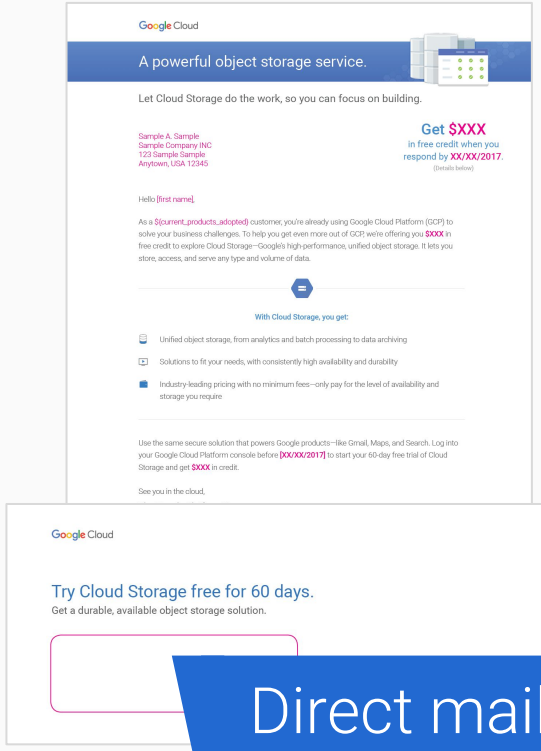
ML Model suggests optimal outreach for each account



Email



In-console message



Direct mail

How do I try this at home?

Where to start

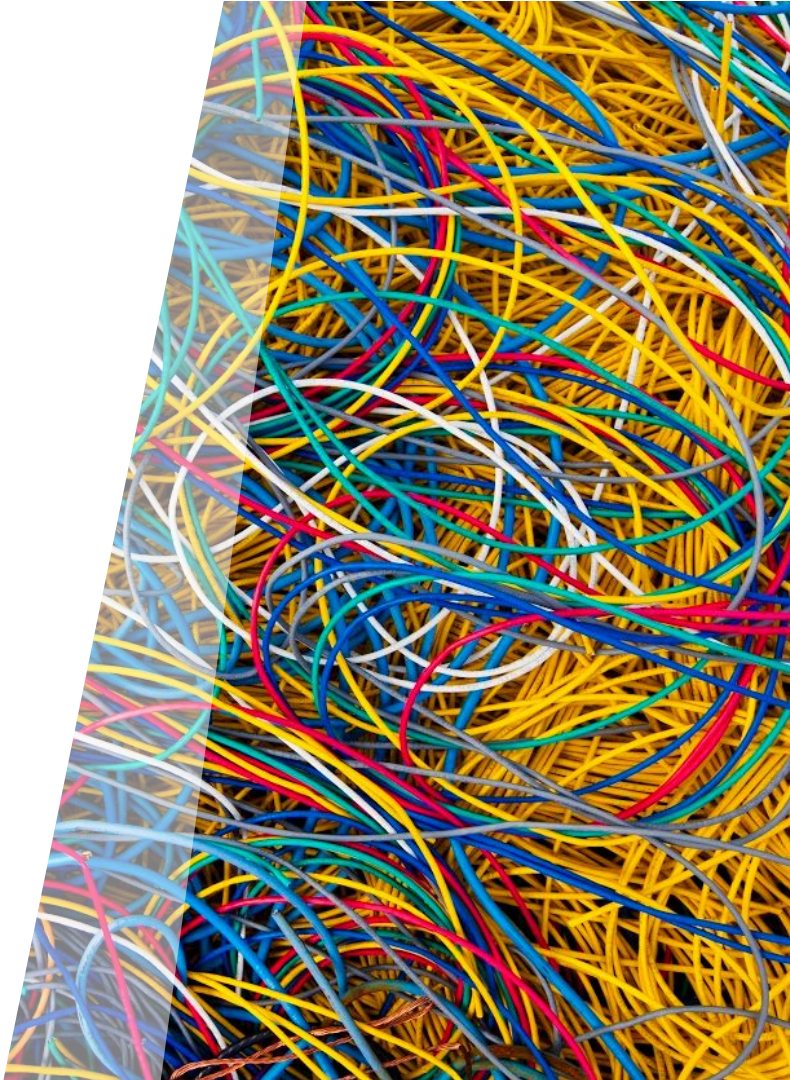
1. Team: marketer + engineer + data analyst
2. Products:
    a. Data & Analysis: BigQuery, Data Studio
    b. Machine Learning: Cloud ML Engine, TensorFlow

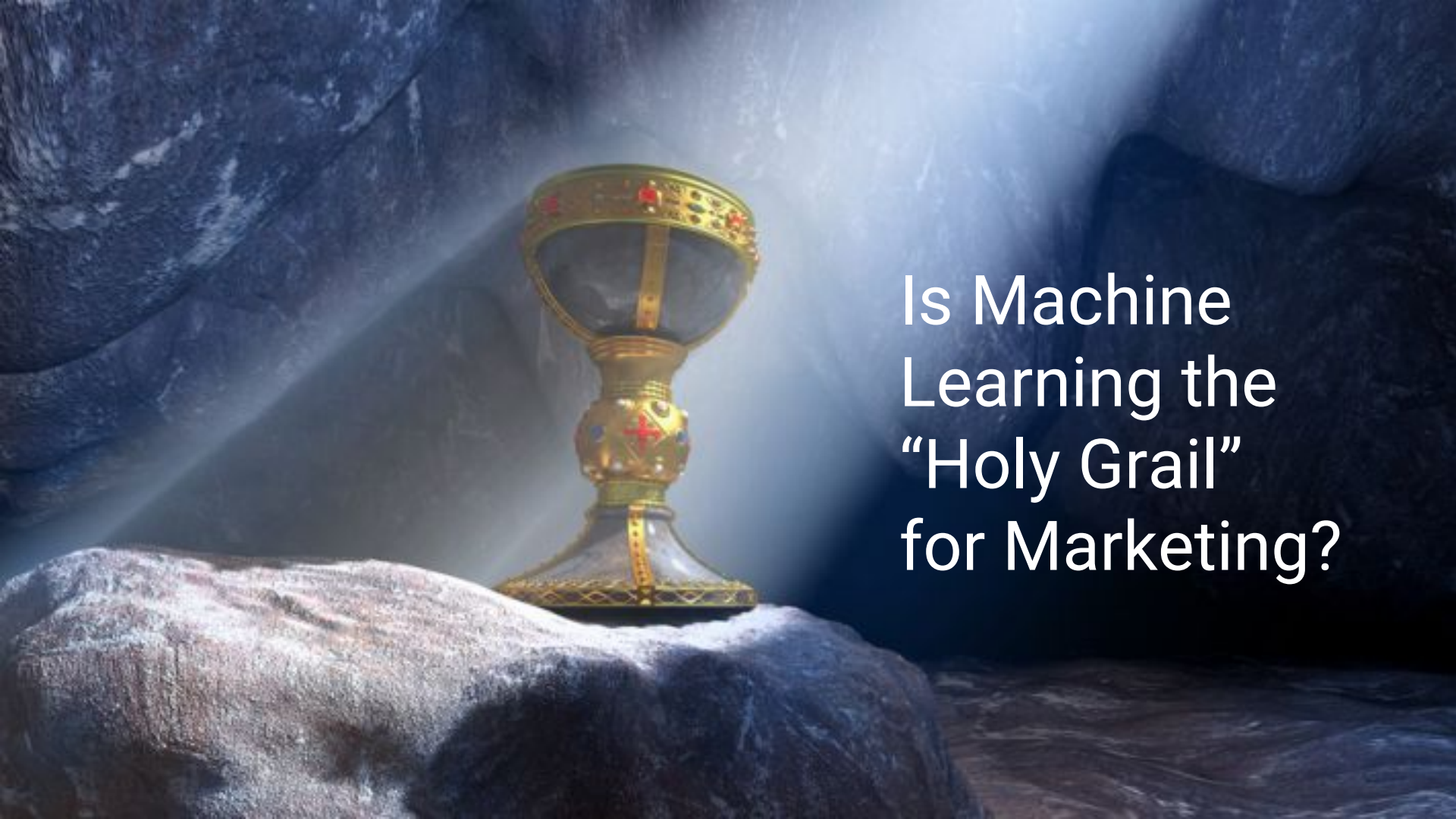
Setting your team up for success

1. Data integrity
2. Experimental mindset
3. Select business problem to address

Common pitfalls

1. Incomplete Data
2. Privacy & Legal
3. Bias
4. Resources
5. Creative




Is Machine Learning the “Holy Grail” for Marketing?

Alas, no such thing.

We still need the “Marketing”
to go with the “Science.”
It’s all about the combo.

Q&A