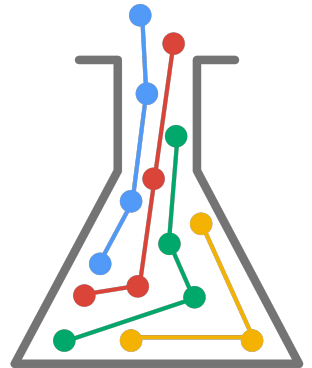




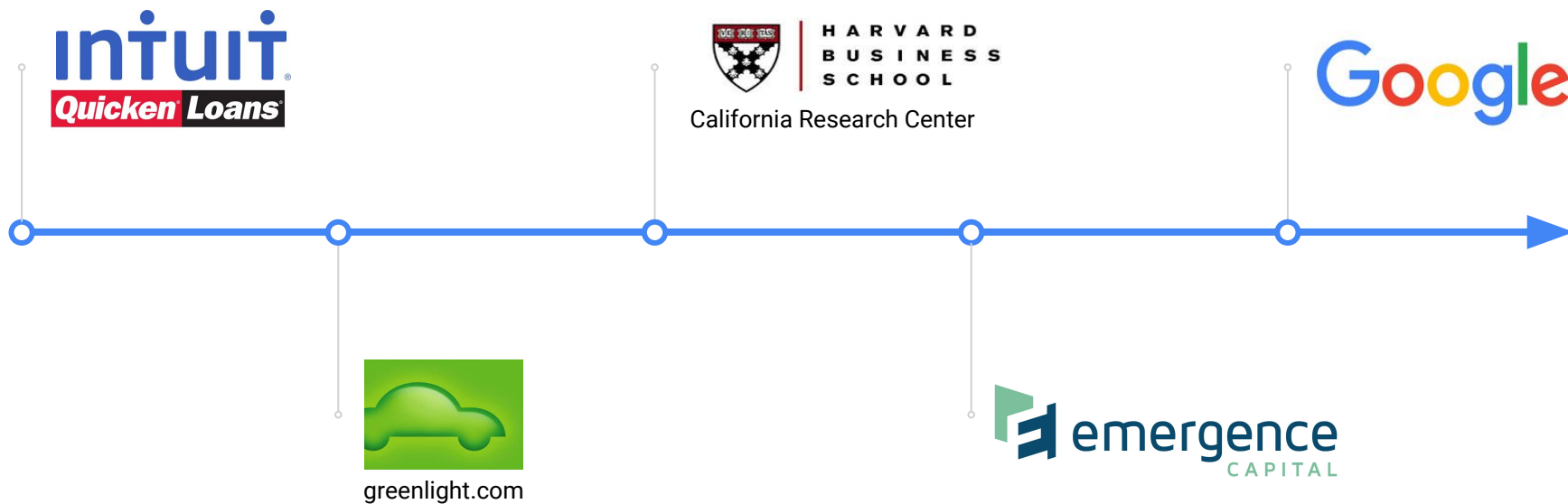
# Marketing Meets Science

Alison Wagonfeld  
VP Marketing, Google Cloud





# My journey





# Google Cloud

Google Cloud Platform 

G Suite



Maps



Chrome



Android





Marketing demands  
constant innovation





# The marketer's role is changing

FROM

TO

Traditional campaign  
execution

Hyper-relevant,  
Real-time engagement

Data capture

Data-backed customer insights

Retroactive performance analysis

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?

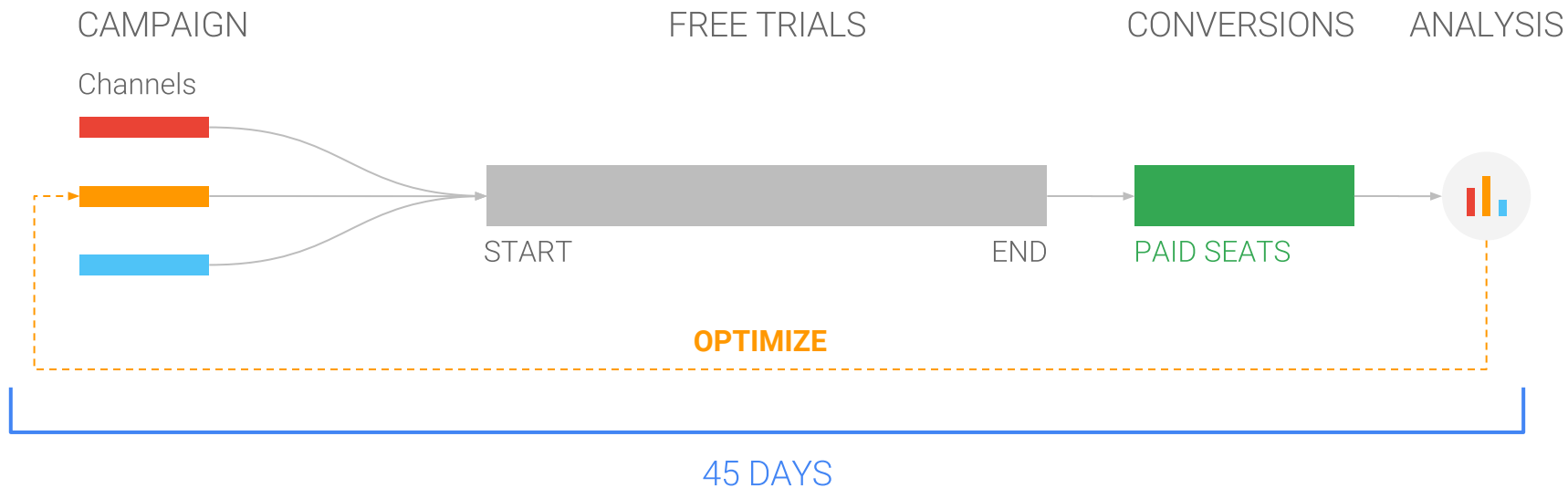




Example 1:

# Customer Acquisition for G Suite

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

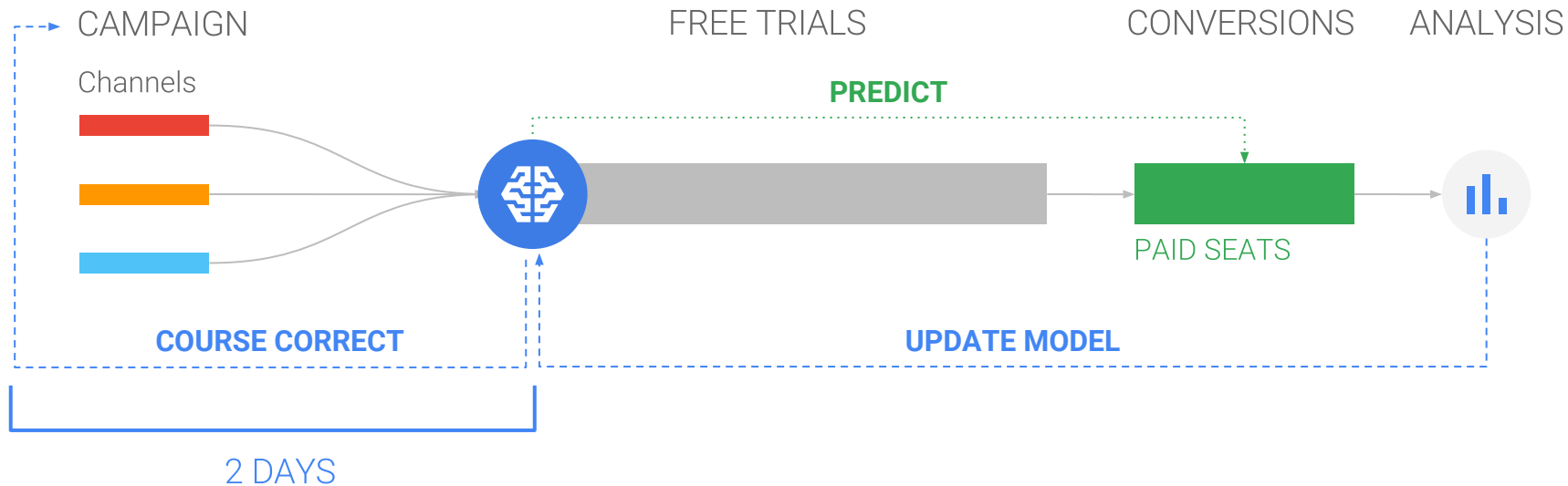




Example 1:

# Customer Acquisition for G Suite

**2-day** marketing optimization model





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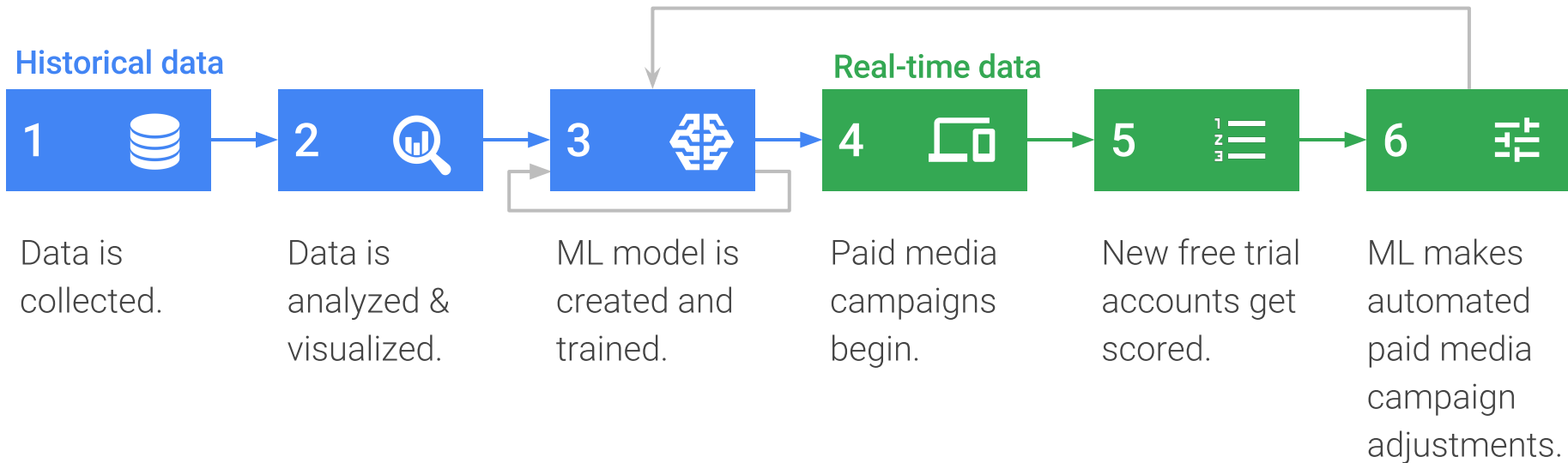
[GET STARTED](#)



Example 2:

# Customer acquisition for G Suite with ML

Looking under the hood





## Business Challenge #2

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

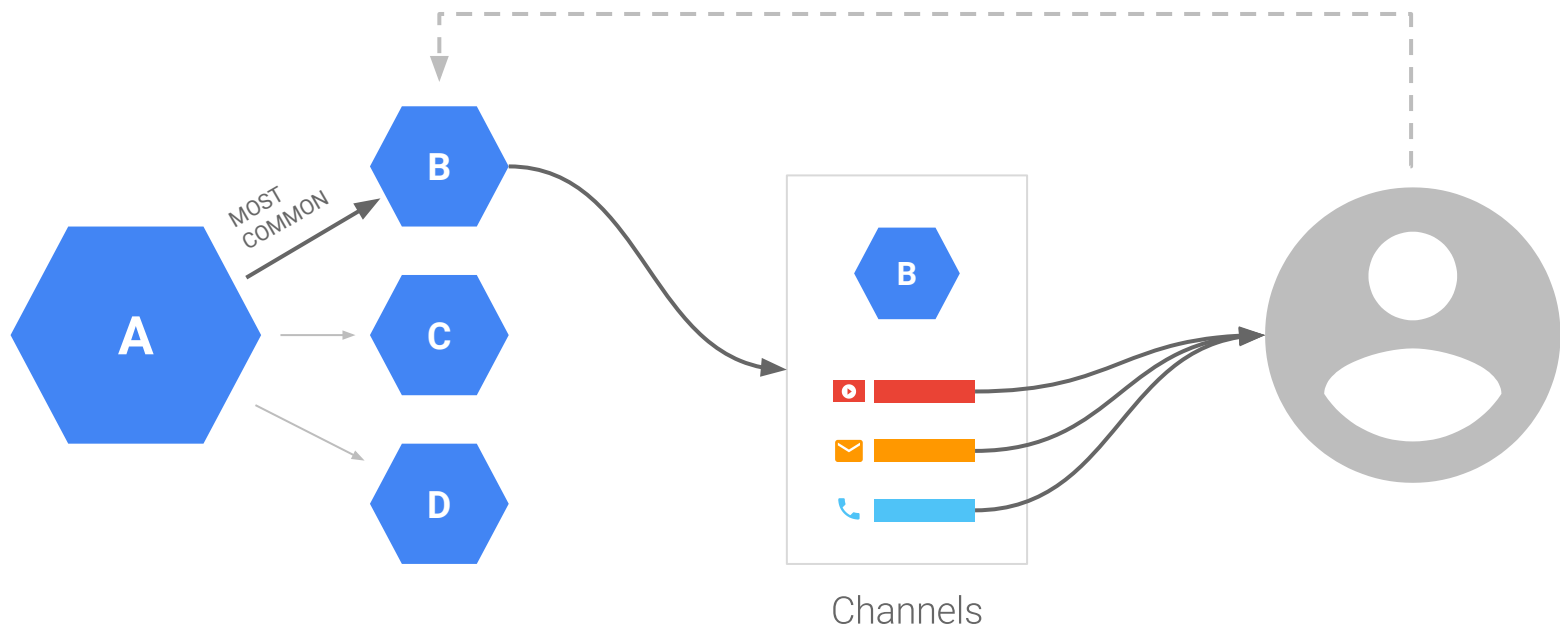




Example 2:

# Customer account growth for GCP

Traditional product correlation model

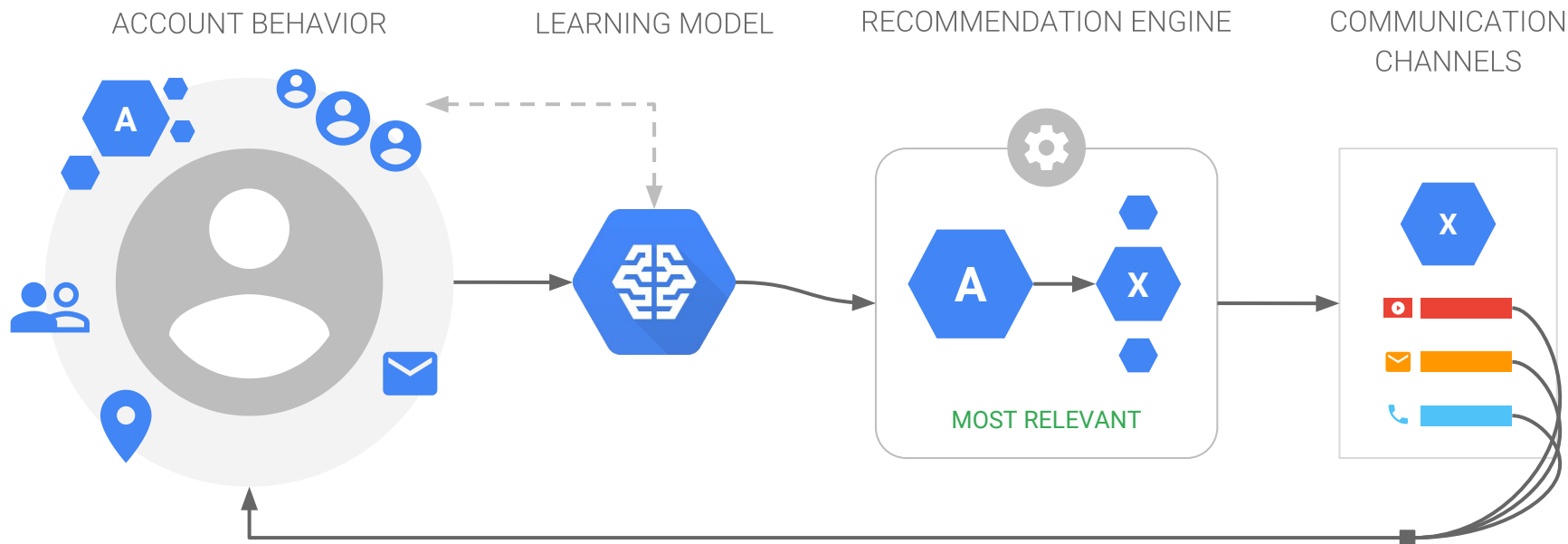




Example 2:

# Customer growth for GCP

Recommendation engine

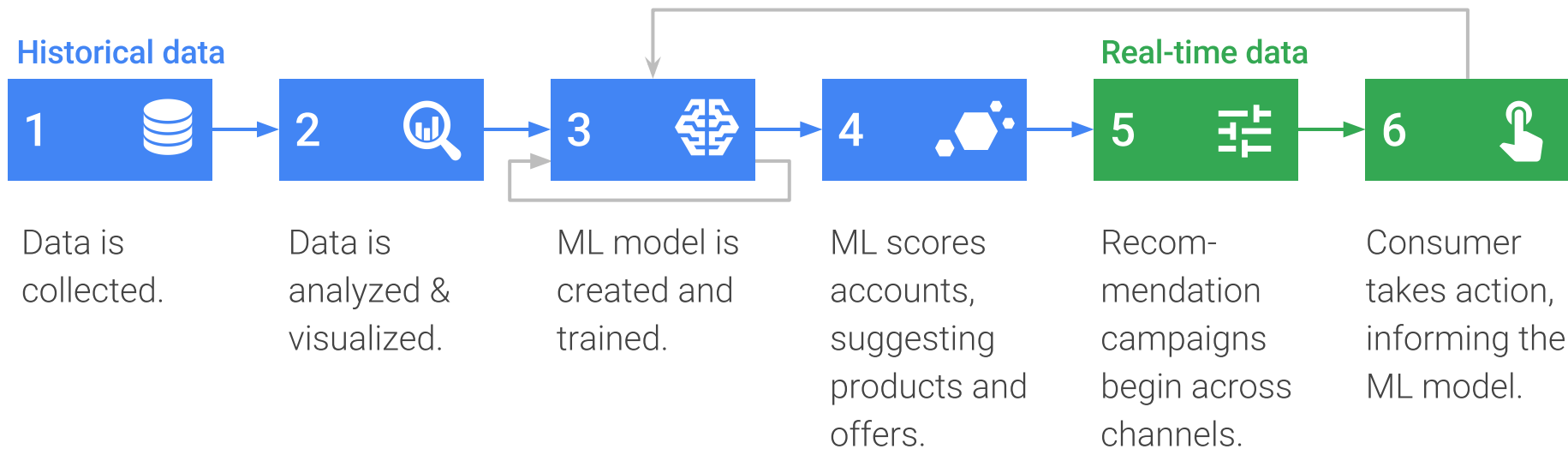




Example 2:

# Customer Growth for GCP with ML

Looking under the hood





# ML Model suggests optimal outreach for each account



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Project One-Two

ID: modified-ef0y-123

Trace

Most frequent UR

URI: 50% L

1 ms

Go to latency overview

Explore other services

SQL

Enable APIs and get credentials like this

Storage used: 0 bytes

Google Cloud status

Services normal

ng

\$5

imate charges so far this month.

Detailed charges

News

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In-console message

Google Cloud

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Sample Company INC  
123 Sample Sample  
Anytown, USA 12345

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(Details below)

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As a [\\$\(current\\_products\\_adopied\)](#) customer, you're already using Google Cloud Platform (GCP) to solve your business challenges. To help you get even more out of GCP we're offering you **\$XXX** in free credit to explore Cloud Storage—Google's high-performance, unified object storage. It lets you store, access, and serve any type and volume of data.

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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