Marketing Meets Science

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VP Marketing, Google Cloud
My journey

Intuit® Quicken Loans
California Research Center

greenlight.com

emergence Capital
Google Cloud

Google Cloud Platform

G Suite

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 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

- Campaign
- Free Trials
- Conversions
- Analysis

COURSE CORRECT

Update Model

Paid Seats

2 Days
Get Gmail, Docs, Drive, and Calendar for business.

All you need to do your best work, together in one package that works seamlessly from your computer, phone or tablet.

GET STARTED
Example 2:  
Customer acquisition for G Suite with ML  
Looking under the hood

1. **Historical data**  
   - Data is collected.

2. **Data is analyzed & visualized.**

3. **ML model is created and trained.**

4. **Real-time data**  
   - 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

1. **Historical data**
   - Data is collected.

2. **Data is analyzed & visualized.**

3. **ML model is created and trained.**

4. **ML scores accounts, suggesting products and offers.**

5. **Real-time data**
   - Recommendation campaigns begin across channels.

6. **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
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.