



# Unifying Your Marketing Data for Greater Results

Riley Maris  
Senior Product Marketing Specialist – Technology Partners,  
Tableau





Google Cloud Platform (GCP) and Tableau provide a solution to unify your marketing data; one that creates a single source of truth and empowers teams to analyze information and drive real-time decisions, without requiring expert analysts or complex workflows. By connecting disparate data sources like CRM solutions or marketing automation systems into one accessible view, deeper audience insights are revealed that immediately impact your business and support deeper customer connections. This e-book details reasons that marketers can benefit from a holistic and accessible view of their data to realize organizational efficiencies and better outcomes with campaigns, while elevating brand performance with sales and customer affinity.





## INTRODUCTION

The current marketing paradigm demands a highly-responsive, multi-channel approach where data is collected and analyzed across every customer interaction. Yet, most companies struggle to integrate their data sources effectively; more lack the expertise and capabilities to turn it into actionable insights.



## CRITICAL CHALLENGES

### Disparate Data is Everywhere

Over time, data volume has grown, but resides in silos across the business and with partners ([Harvard Business Review](#)). Furthermore, less than 50 percent of structured data is used to make decisions, while less than one percent of unstructured data is analyzed or used.

Digital marketing leaders are seeking ways to consolidate their media data into one view that can be accessed across departments. This includes digital advertising, marketing and digital campaign conversion data, lead-to-sales conversion pipeline data, and website traffic, among others.

Research indicates when organizations harness their data sources, they're more likely to outperform competitors in sales, profits, and shareholder returns. However, overcoming the obstacle of managing all your data must come first.



## Increasing Role Demands

The marketer's role constantly evolves, so quick adaptation is necessary to meet changing demands. Along with these demands comes a shift of focus to evolving skills. In fact, 75 percent of CMOs believe they need more specialized skills so they and their organizations can operate differently in the future. These skills range from using emerging technologies and analyzing their implications to being analytically-focused in order to see and understand new opportunities that drive strategy and growth.

A refocus on emerging, dynamic communication and marketing channels further complicates matters as marketing leaders adjust allocation of their budget to new platforms that didn't exist a few years ago. It's now a delicate balancing act of budget, business objectives, marketing priorities and multi-dimensional campaigns keeping marketing leaders up at night.

*“The A/B testing our marketing analytics teams use to track performance is good for marketing tactics, campaigns and little decisions. The problem is there is no A/B test for the big strategy and trade-off decisions the CMO needs to make, where you are either in or out.”*

**Elissa Fink**

Chief Marketing Officer, Tableau

## Proving ROI With Increased Digital Marketing

The growth in data volume is driven by several factors, one of which is the increase in digital marketing spend. In the first half of 2017, digital advertising spend grew 23 percent--an all-time high, according to [Interactive Advertising Bureau/PricewaterhouseCoopers](#). Investment in paid search, display advertising, social media advertising, online video advertising and email marketing are also on pace to be nearly half of all advertising in five years, according to Forbes. More data volume from digital marketing means more areas to demonstrate that an investment was worthwhile.

The challenge is that less than one-fourth of organizations are satisfied with their ability to leverage customer data to create more relevant experiences, according to [Salesforce](#). As marketing efforts are executed, all levels of the marketing team feel greater pressure as they struggle to optimize customer data, and then have difficulty reflecting digital marketing's contributions to overall revenue.



### less than one-fourth

of organizations are satisfied with their ability to leverage customer data to create more relevant experiences, according to Salesforce.

## Unable to Obtain Skill Set to Support Growing Data Needs

To gain data insights, you need people who know how to build a data platform, develop data models and architecture, and integrate data from several sources. Unfortunately, a significant percentage of marketers don't have the required data training at their workplace to help with these areas. Even those companies with the most advanced analytics capabilities cannot hire enough people to generate insights from their corporate data with a lack of qualified candidates.

Within 12 months of one another, industry analysts from Gartner and McKinsey issued research that projects a shortfall of between 100,000 and 190,000 data science jobs by the end of this decade. This means competition will be stiff for new talent that have the right data skill set, and candidates (whether internal or external) who possess the right skills will be in high demand.

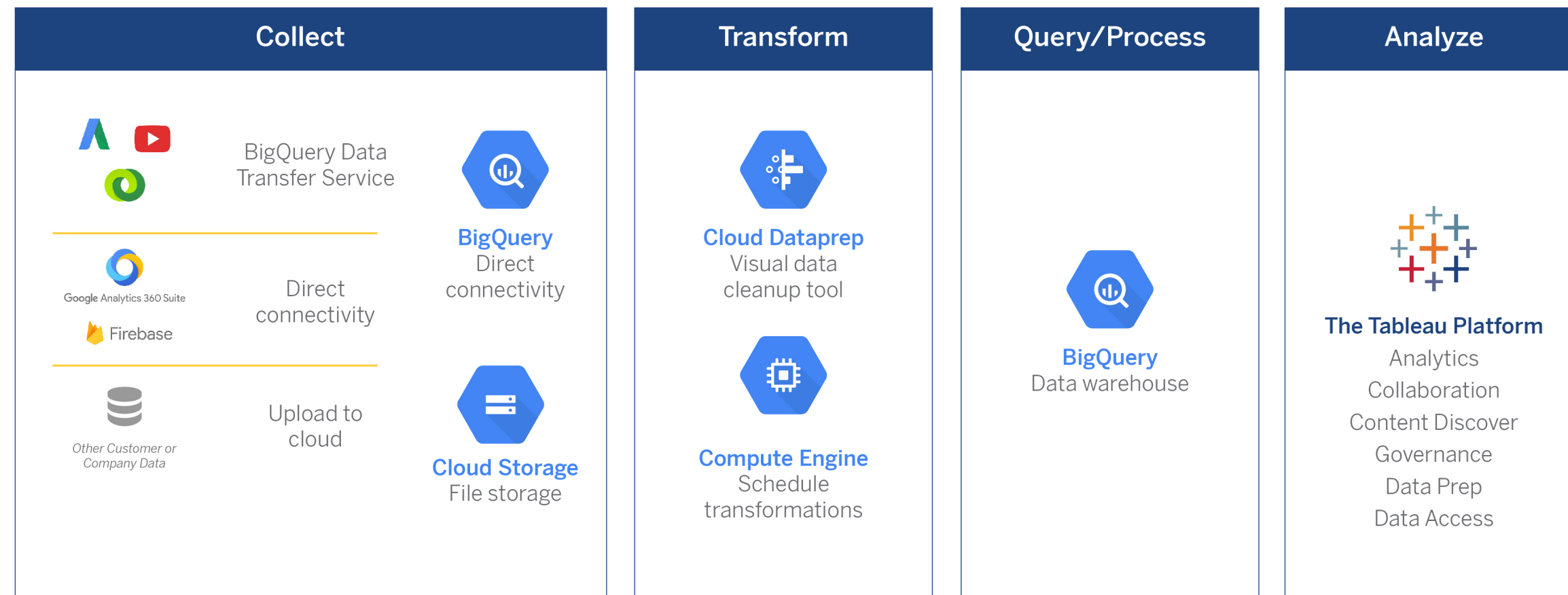


**100,000 - 190,000**

available data science jobs by the end of this decade. Competition will be stiff for new talent that have the right data skill set.

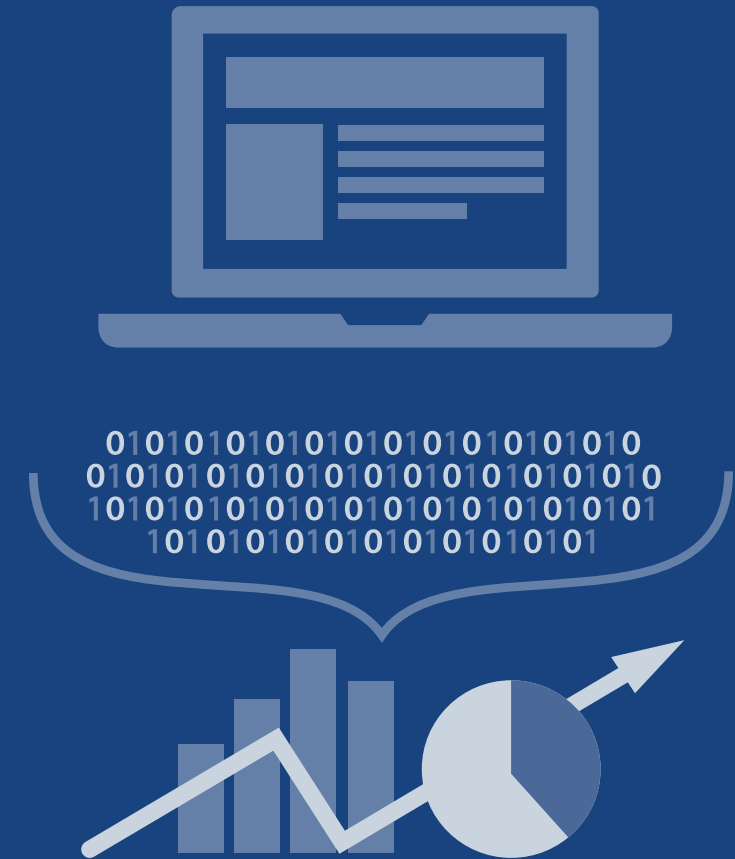
# SOLVING W/ GOOGLE CLOUD PLATFORM & TABLEAU

Combining the power of Google Cloud as the scalable platform for all your digital marketing data with Tableau for best-in-class visual analytics, collaboration, and secure data insights means you can move at the speed of innovation.





With BigQuery Data Transfer Service you can easily consolidate the most important marketing channels and data sources into BigQuery—Google’s highly scalable, serverless data warehouse solution. This greatly reduces the time spent managing and analyzing data sources. After your data collection and consolidation, Cloud Dataprep then provides the intuitive, visual user interface for preparing structured and unstructured data for analysis. As a final step in the process, Tableau’s analytics platform helps you gain real-time, actionable insights from your data. Collaborate across the organization with Tableau Server deployed on Google Compute Engine, and then use those insights to create new segments, optimize campaigns, and make informed business decisions.





## CASE STUDIES OF CONNECTING MULTIPLE DATA SOURCES



In a brief period of time, zulily went from a small start-up to a \$1.5 billion e-commerce company connecting families to clothing, home decor and toy brands. Faced with a torrent of data from internal and external sources, zulily created a self-service, marketing analytics platform that uses Google BigQuery integration with Tableau. “For the first time, we have a single view of data across various marketing touchpoints including Facebook Ads, Google Ads, and email, allowing us to blend data with in-house sources such as clickstream, the product catalog, and order transactions to make faster and better business decisions,” explains Sasha Bartashnik, Marketing Analytics Manager for zulily.

*“For the first time, we have a single view of data across various marketing touchpoints”*

**Sasha Bartashnik**

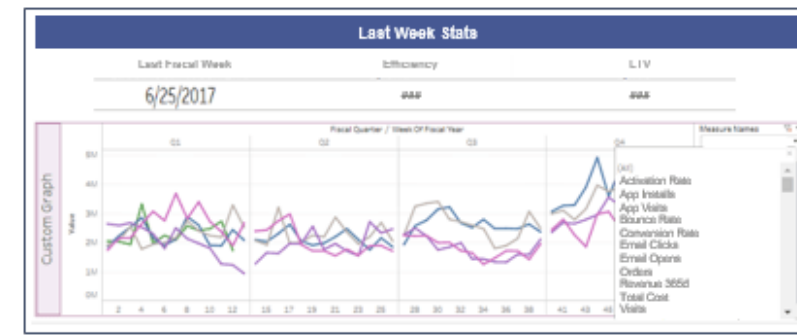
Marketing Analytics Manager, Zulily



The integration of Tableau and BigQuery enables two, critical efficiency improvements due to the self-service model:

1. It allows the analytics team to move fast on acquiring, ingesting, and using data to build reports and models without having to involve IT.
2. It provides business users real-time access to key data without needing to involve analysts for help generating basic insights.

As a result of all marketing data living in BigQuery tables, zulily queries data of practically any size and at any level of granularity to feed their analytics models. They can then explore the data, and build visualizations in Tableau to engage users, also giving them a chance to drill into performance metrics for all ads, programs, and channels that enhance understanding of the business.



### Tableau Dashboards

- Drill down to key metrics
- Understand performance of all ads, campaigns, channels
- Create custom reports

### Built on BigQuery Tables of Key Customer Metrics

Query marketing metrics at any grain

Download and slice it or feed it to reports

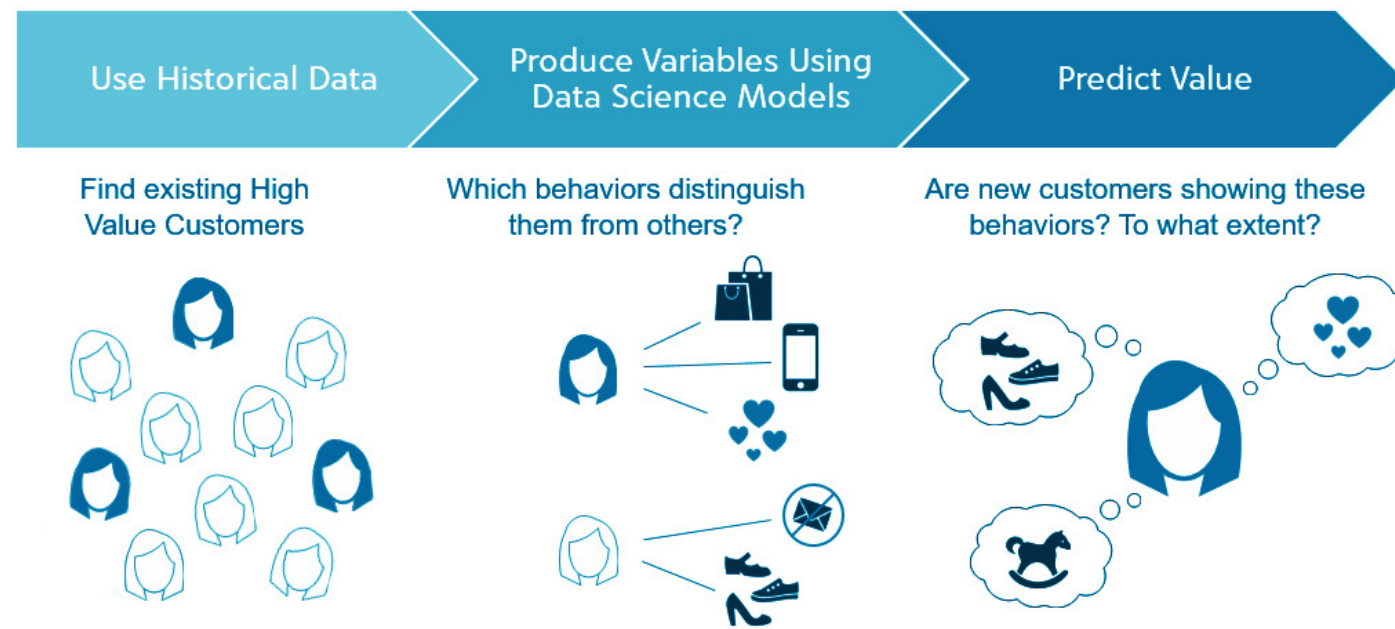
```
New Query ?
1 select *
2 from _z_acquisition.src_channel_program_metrics
```

RUN QUERY Save Query

Row	date	campaign	advertiser	placement	cost	orders	LTV
1	#	#	#	#	#	#	#
2	#	#	#	#	#	#	#
3	#	#	#	#	#	#	#
4	#	#	#	#	#	#	#
5	#	#	#	#	#	#	#
6	#	#	#	#	#	#	#
7	#	#	#	#	#	#	#



“Since Tableau lets our business users ask and answer many of their own data manipulations, our team is relieved of the daily back and forth of report updates or simple data change requests,” says Sasha. Now, they’re free to use the zulily data platform for developing advanced machine learning models that drive customer acquisition and support greater understanding of the customer experience.



*“With this self-service approach and customer model in place, zulily’s IT team is freed up to focus on higher-value items like building a robust system architecture for optimizing ads in real-time.”*

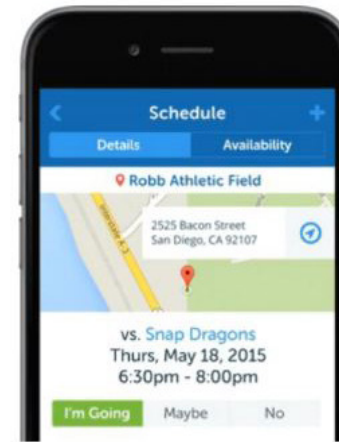
**Sasha Bartashnik**

Marketing Analytics Manager, Zulily



Anyone who has coached or played on a sports team, or had a child involved in sports, knows how difficult scheduling and logistics are. From game and practice schedules, to uniforms and who's bringing snacks, it's a lot for coaches, administrators, parents, and players to manage. It's no wonder TeamSnap, a sports team, club, and tournament management app, has exploded in popularity worldwide. By syncing events to everyone's personal calendars and providing messaging and payment tracking, TeamSnap makes communication and organization easy.

TeamSnap markets its app to coaches, players, and clubs via targeted YouTube ads. It also uses Google AdWords and DoubleClick to advertise on search results and run



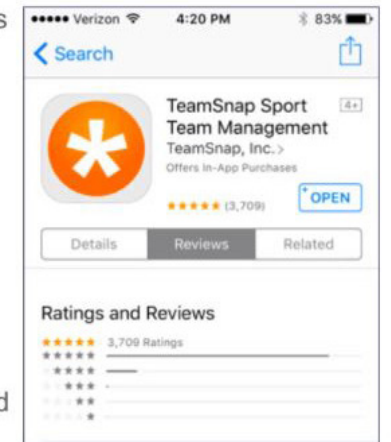
Makes it easy to manage your sports team or organization

15+ million users in 196 countries

Web, iOS, and Android

B2C and B2B

Consistently in top 15 highest ranked apps on iOS





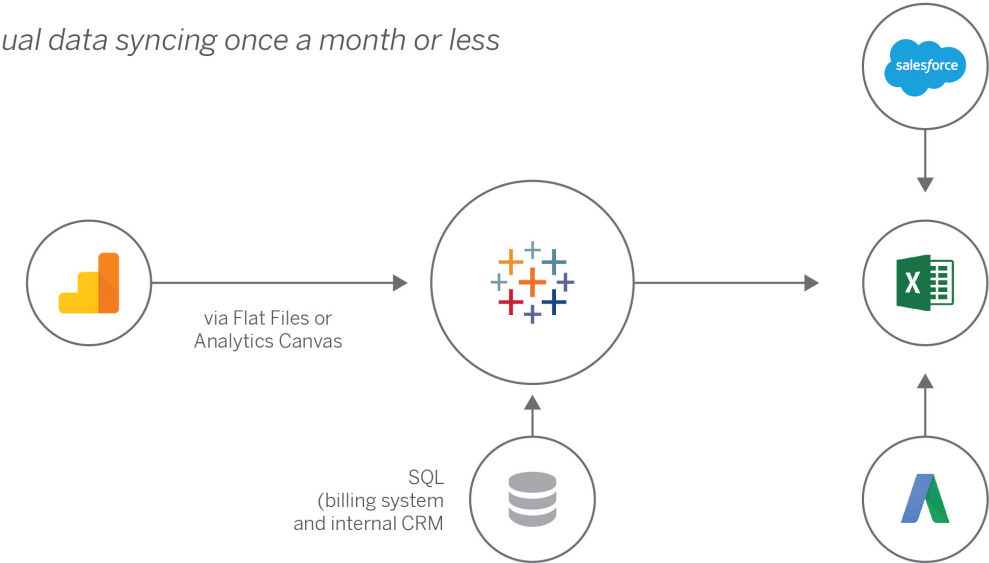
programmatic campaigns. These are highly effective methods, helping TeamSnap gain millions of worldwide users and become one of the most popular apps in the iOS store.

To avoid the painstaking manual process of pulling data from multiple sources, TeamSnap uses Google Analytics 360, which integrates with Google BigQuery, to provide fully-managed, big data analytics. TeamSnap analyzes the data in Tableau, connecting directly to Google BigQuery for fast analytics, which helps the company share and collaborate on data with ease

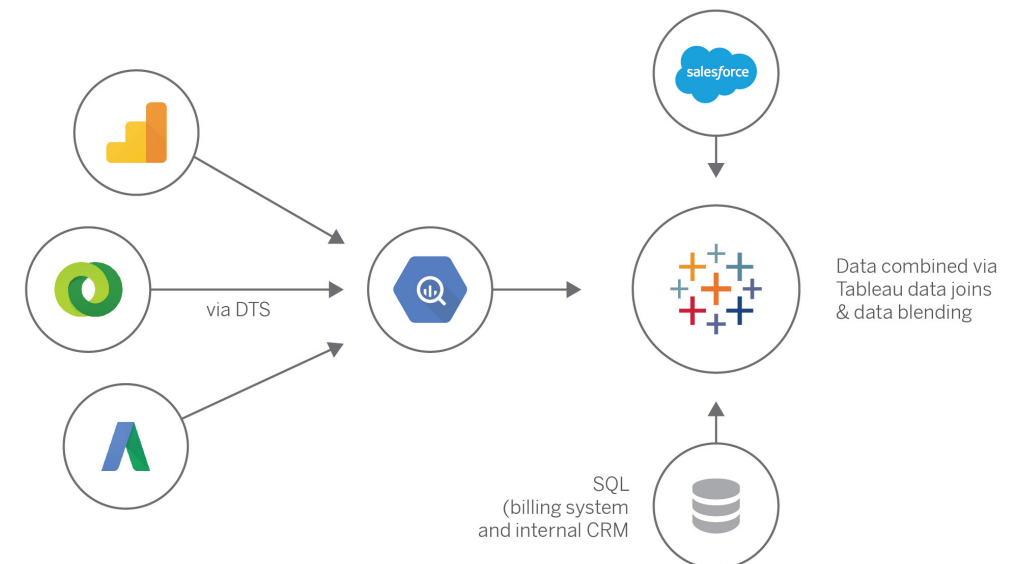
The combination also allows TeamSnap to easily track the activity of millions of users, without worrying about the scalability or availability of the big data platform.

## Old Approach to Tracking Ad Spend ROI

*Manual data syncing once a month or less*



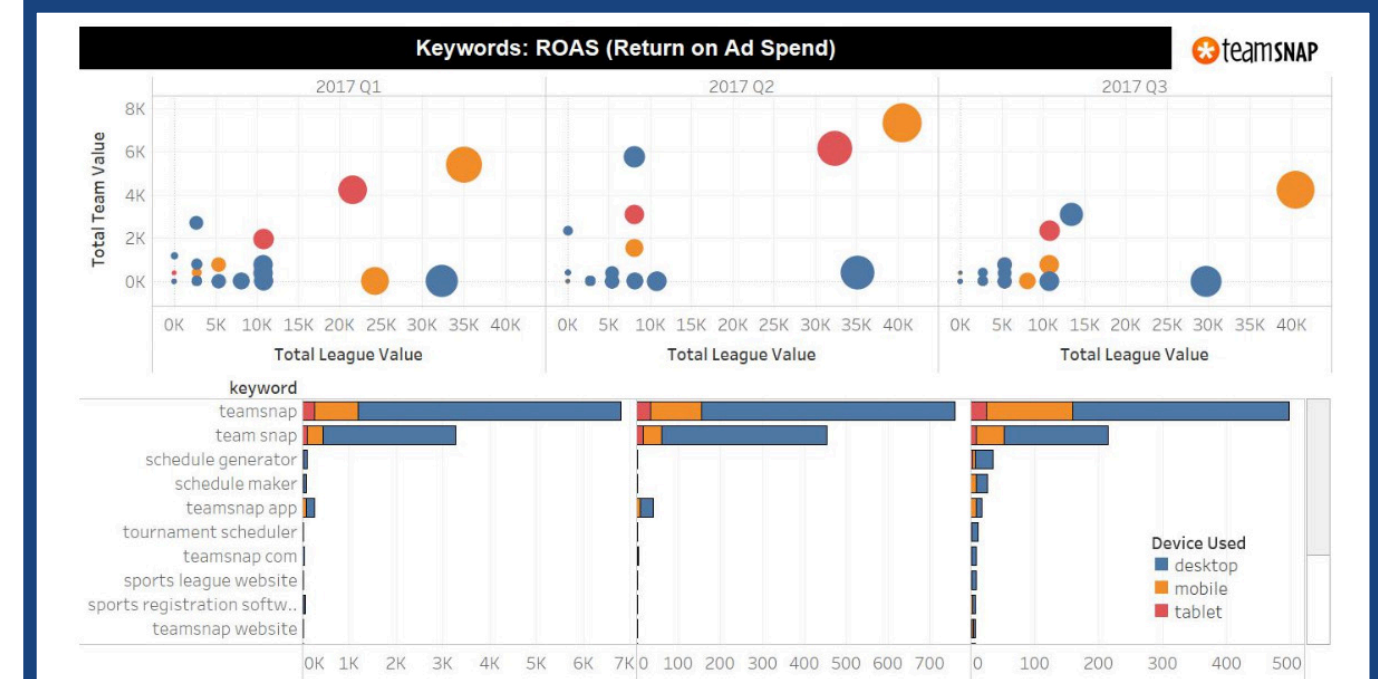
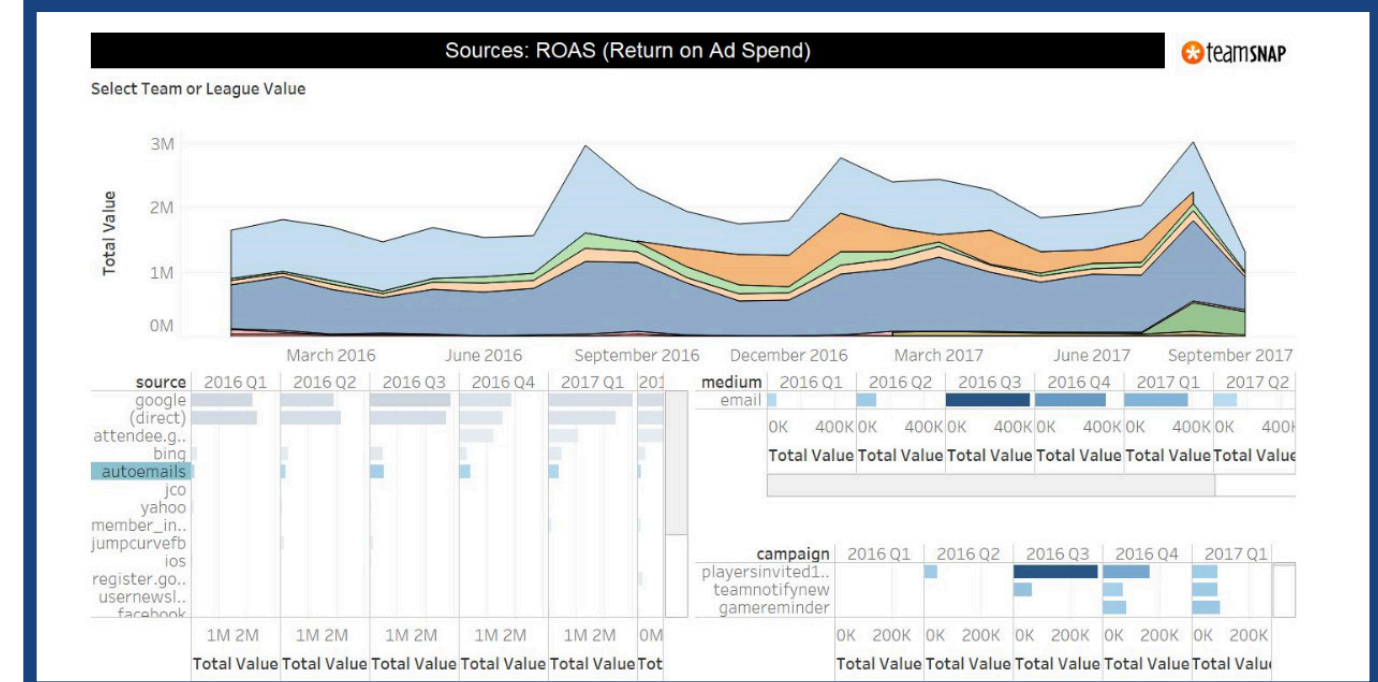
## New Approach to Tracking Ad Spend ROI



“Before Google Analytics 360, Google BigQuery, and Tableau, tracking our return on ad spend was difficult because we had so much data,” says Ken McDonald, Chief Growth Officer at TeamSnap. “We didn’t always have insights to make the best choices. We don’t have that problem anymore because we’ve moved to real-time reporting. We find additional revenue growth opportunities almost daily.”

All of this results in enormous time savings because no one is re-inventing the wheel. “Using these tools, we immediately reallocated \$300,000 of ad spend that was performing poorly, generating 200 percent ROI in the first two days,” says Ken.

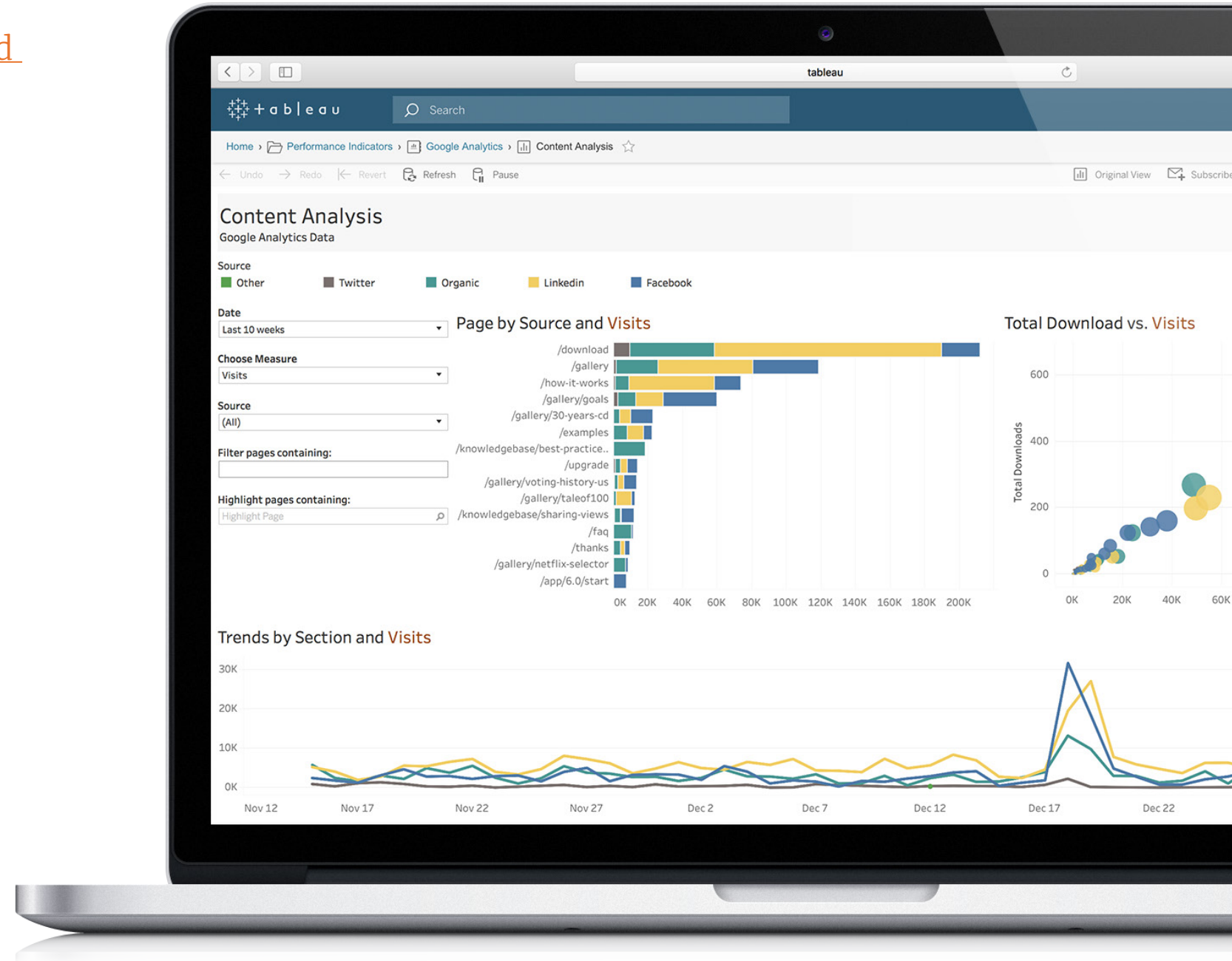
Thanks to data analysis, Ken and others now direct their time to identifying pockets of inefficient spend and reallocating the marketing dollars toward better-performing campaigns.





## HOW TO GET STARTED

Tableau has long had [deep integration with Google Cloud Platform's offerings](#) (including native connections to [Google Analytics](#), [Google BigQuery](#), [Google Cloud SQL](#), and [Google Sheets](#)). This allows deployment at scale and with elasticity for organizations, while allowing IT to maintain data integrity and governance. [Tableau Server](#) also runs seamlessly in Google's cloud infrastructure so customers preferring to deploy all of their applications inside GCP have a complete solution from Tableau.



## Related Materials

### [Marketing Analytics Quick Start](#)

This new joint offering is designed to seamlessly integrate the two platforms for a more powerful analytics experience, and **includes a no cost two week set-up and training support program**. Our experts will embed themselves in your organization to consolidate and integrate your marketing data sources, populate Tableau, and train your team.

### [Zulily Marketing Analytics Case Study](#)

Learn more about how the e-commerce company created a self-service marketing analytics platform optimizing Google BigQuery integration with Tableau.

### [Google BigQuery and Tableau: Best Practices](#)

See how Tableau and Google BigQuery allows people to analyze massive amounts of data and get answers fast.

## Explore Other Tableau Resources

### [Product Demos](#)

### [Training & Tutorials](#)

### [Community & Support](#)

### [Customer Stories](#)

### [Solutions](#)



## ABOUT TABLEAU SOFTWARE

Tableau (NYSE: DATA) helps people see and understand data and explore with limitless visual analytics.

Customers can build dashboards and perform ad hoc analyses in just a few clicks. They can share their work with anyone and make an impact on their business.

From global enterprises to early-stage startups and small businesses, more than 70,000 customer accounts around the world use Tableau to turn data into actionable insights, and more than 300,000 people use Tableau Public to share public data in their blogs and websites. See how Tableau can help you by downloading the free trial at [www.tableau.com/trial](http://www.tableau.com/trial).



## ABOUT GOOGLE BIGQUERY

Google's Cloud Platform is the enterprise solution of choice for many organizations with large and complex data problems. Future-proof your infrastructure with secure, global, high-performance, cost-effective cloud services built for the long haul. Tap into seriously powerful data and analytics to find answers faster and build better products. Grow from prototype to production to planet-scale, without having to think about capacity, reliability, or performance.

