PYTHIAN MARKETING DATA PLATFORM
FOR GOOGLE CLOUD

All your marketing, customer and ad data in one place—for intelligent segmentation, complete insights and better campaigns

HIGHLIGHTS

- Enables self-service analytics for technical, marketing and other business users, including visualizations, and supports BYOA (bring your own analytics tools)

- Brings all your data— from financial systems to Google Analytics to ad data—together on a single platform for a 360-degree view of the customer

- Takes advantage of the flexibility and scalability inherent in Google Cloud

- Enables machine learning to maximize positive customer experiences

- Fully managed and supported system - from system setup to data source orchestration, to analytics visualization and 24X7 operations

Your marketing team needs relevant insights to run effective campaigns. Pythian Marketing Data Platform (MDP) solves this challenge by putting all your customer, marketing and ad data in one place in a clean, unified and consumable format for marketing teams and systems.

HOW IT WORKS

MDP is based on Pythian's Enterprise Data Platform (EDP) and is a scalable, customized and fully supported marketing data platform that automates the integration and management of all your marketing data. It captures information from multiple disparate sources—such as websites, clickstream, mobile apps, social, CRM, marketing automation and financial systems—to help you fully understand your customers and the programs you use to reach them. MDP software automates the heavy lifting involved in preparing your data including cleaning, deduplicating, transforming, and unifying data formats. It then organizes your data for consumption, delivering it to your data warehouse for insights, or to marketing systems such as ad servers or email marketing platforms, so you can innovate with your data, gain insights and predict the optimal next move with your customers.

BUILT ON GOOGLE CLOUD

MDP is built on Google Cloud to take advantage of Google's powerful cloud infrastructure services and its native integrations with Google Marketing Platform tools like Display & Video 360 and Campaign Manager to help you plan, buy, measure and optimize campaigns and customer experiences. The MDP platform processes customer and marketing data in these three steps:

CAPTURE
MDP lets you unlock all the insight from all your data—structured or unstructured— from ANY source—internal or external. Data connectors are ready to bring all your data sources onto a single, managed platform.

CURATE
MDP software automates data transformation and preparation and takes care of deduplication, integration and unifying formats—all while enabling governance, security, and PII protection.

Pythian
love your data®

CONSUME

MDP helps you organize your data according to your specific use cases for visualization tools, user exploration, and APIs. When coupled with Pythian professional services, it turns data into customized insights with its integration with visualization tools like Google Data Studio, Tableau or Looker. Users can explore data, perform ad-hoc queries and create data
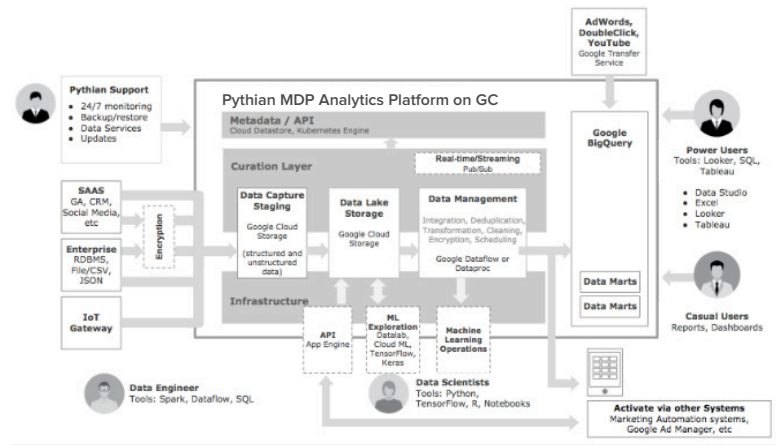
HOW MDP SOLVES MARKETING DATA CHALLENGES

The MDP analytics platform answers the need to unify data from across your marketing systems and channels. It provides insights and it also enables targeted data-driven marketing activation. Pythian MDP helps marketing teams do more with data by:

Breaking down silos for deeper insights using data from across the enterprise

- Eliminating data silos for a 360-degree view of the customer across multiple channels
- Understanding customer churn/loyalty/lifetime value
- Measuring marketing program ROI - customer profitability, lifetime value calculations

Automating analytics workflows

- Creating automated analytics dashboards using many data sources

- Providing the data for improving customer experience with personalization
- Cross-selling, upselling, i.e., next best offer/touch point
- Best-prospect segmentation/look-alike targeting

Powering marketing with machine learning

- Sentiment analysis and text/image recognition for better customer experiences
- Multi-channel attribution for optimized spend
- Churn and propensity to buy analytics

Activating data across the enterprise

- Automation of data-driven media execution
- Delivery of intelligent data segments to other systems, e.g., email marketing
- Operationalizing machine learning outcomes for continuous value, i.e., recommendation systems

OFFERINGS

Consulting

- Fixed-price assessment to evaluate the current state and desired future state of analytics, explore use-case priority, map top use case to data needed, and develop a plan to move forward to get your data working for you in less than 90 days
- Consulting by the hour: data strategy, data management, data modeling, data integration, visualizations and machine learning

Marketing Data Platform running on GC

A complete end-to-end data platform that eliminates data silos and organizes any and all data in support of desired outcomes:

- Kick Start - Up to 3 data sources with first use case done in less than 90 days
- POC - Demonstration of value on a production-ready system

linkedin.com/company/pythian

twitter.com/Pythian

Contact us at +1-866-798-4426 or info@pythian.com

Pythian
love your data®