



Customer Data Platform in BigQuery

SERVICE OUTLINE

BigQuery deployment results in a customer data platform with unified data from various sources (marketing tools and channels). All data points are mapped to specific individuals, identified by e-mail, telephone number or another identifier. BigQuery deployment gives you more control over marketing reports, the ability to ask deeper marketing questions and a way to derive deeper customer segments.

Dedicated customer data platform in BigQuery

Web and Google Ads activity as data sources

One e-mail marketing tool as a data source

Up to 5 additional tools as data sources

Up to 5 SQL script templates to generate automated reports in BigQuery

Up to 10 custom segments for use in campaigns

ESSENTIAL 2 WEEKS



COMPLETE 4 WEEKS

