



Google Marketing Platform

**Deloitte.**  
Digital



**SOLUTION GUIDE**

# **Deloitte Digital Google Marketing Platform Alliance**

It's no secret that data is the lifeblood of a successful digital advertising strategy. If your organization is new to this space, it can be tough to identify where to begin, how to navigate the vast ocean of data-driven possibilities, and determine if your results are living up to their full potential.

Your customers are counting on you to raise the bar, be agile, and deliver exactly what they need when they need it—which makes data-driven implementation and utilization crucial for long-term success.

**YOU NEED EXPERIENCE.  
YOU NEED SOMEONE YOU CAN TRUST.**

That's where the **Deloitte Digital  
Google Marketing Platform**  
team comes in.

We're here to help you increase your organization's potential and kick your digital transformation into hyperdrive. Merging Deloitte Digital's leading insights and business transformation experience with Google Marketing Platform's digital advertising ecosystem, our alliance can help revolutionize your end-to-end marketing and multiply your success rate.



## OUR CAPABILITY SETS

Google Marketing Platform offers a full-funnel brand platform and solution suite that enables marketers to understand customer engagement across all devices and channels. With the transformation guidance, industry-specific insights, and strategic resources of Deloitte Digital, the marketing professional is presented with a whole new set of tools.



### **ASSESS, IMPLEMENT, AND OPTIMIZE:**

#### Organization and Technology

Deloitte brings a complete set of implementation and run services for advertisers: Organizing design, media audit, Google Marketing Platform deployment, and end-to-end optimization.



### **INTEGRATE:**

#### Advertising and Marketing

Deloitte is a leading marketing technology and CMO services provider able to assist with the integration of marketing, advertising operations, and technology integrations—including proprietary and third-party data.



### **ACTIVATE:**

#### Advertising and Marketing

The Deloitte, GMP, and Google Cloud Platform (GCP) bring a holistic analytics capability, turning data, strategy, organization, and management into real-time insights.



# Deloitte Digital's Marketing and Business Transformation Solutions

How do we take control of ad tech,  
data, and insights?

Here are some of our solutions to help you navigate and  
improve your approach to digital media and ad technology:

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## MEDIA AND TECH DIAGNOSTIC

Deloitte can diagnose a brand's existing ad tech capabilities and identify the business issues that need to be alleviated with advertising/marketing capabilities. Having conversations with appropriate stakeholders and developing a project plan can lead the brand to an ideal future state allowing them to be more strategic in their advertising and marketing capabilities.

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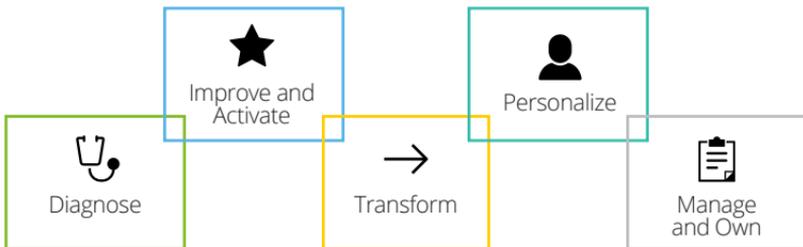
## DATA AND MEDIA EFFICIENCY

Data ownership is key to enabling deeper insights into media efficiency. By collaborating with GCP and BigQuery to connect marketing data, Deloitte Digital can build the foundation for creating a 360-degree view of the customer journey, as well as allow the most granular level of analysis across clients' media and marketing efforts.

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## AD TECH IMPLEMENTATION AND TRANSFORMATION

Deployment of new technology occurs by providing clients with an unbiased review of their ad tech stacks. Deloitte can also review their technical needs against current KPIs, and also provide risk, fraud, and malpractice assessments, and identify technical gaps.



## DATA-DRIVEN CREATIVE

Marketers are challenged to reach valuable consumers with the right message, as well as the task of building creative that resonates with them in real time. Deloitte Digital can enable a process that allows the marketer to deliver creative that is timely, relevant, and personalized for the ideal consumer experience.

## ADVANCED DATA MANAGEMENT

We help marketers manage their data by gaining perspective on big data and cognitive learning. Through leveraging GCP to connect Google Marketing Platform (DoubleClick) data with clients' in-house information, we enable a customer 360-degree initiative that would be the cornerstone for the client's digital journey.



**Deloitte  
Digital  
Talent and  
Expertise**

**Demand Side  
Platforms**

**Data  
Management  
Platforms**

**Data Science  
and Insights**

**Data-Driven  
Creative**

**Ad Serving**



For more information on the Deloitte Digital Google Marketing Platform alliance and how we can help you digitally transform, please contact:

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**SALES AND ACTIVATION**

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