

Streamlining data management and analytics on the Google Cloud Platform

Transform with Google

Today's technology-enabled marketing landscape is more complex and fast-paced than ever, fueled by the advent of artificial intelligence. Customer expectations for seamless integration and relevant brand communication pose a challenge for both marketers and their agency partners.

Dentsu emerges as a distinctive player, functioning as a systems integrator, full-service media agency, and a powerhouse of brands. Positioned to **guide organizations** through the complex CMO-CTO intersection, **dentsu bridges the gap** between customer-centric design thinking and tech infrastructure design.

As a longstanding strategic global partner with Google, dentsu is constantly innovating and developing products and services **to lower the barrier of entry to best-practice solutions**.

Dentsu's recent strategic [reorganization](#) into creative, media, and customer experience practice areas positions Merkle as the **flagship global customer experience agency**, leveraging a rich legacy of innovative solutions driven by data, analytics, and technology spanning over 30 years.

This schematic illustrates the diverse levels of offerings across different maturity 'segments' a customer can be in. It's important to note that customers often engage with more than one of these segments simultaneously.



In collaboration with Google, Merkle has **developed a series of solution 'accelerators' with enhanced data infrastructure for advanced analytics**, optimizing advertising spending on Google and other media ecosystems.

The comprehensive solution framework is known as **Transform with Google**.

Google Solution Set: Foundations and Extensions

Foundations

Your entry point to Google, ensuring the right data is ingested to support the primary use cases and data quality checks are in place.

What's included

Rapid Environment Creation

Data Ingestion

Data Integration and Mapping

Data Quality Monitoring

Extensions

Extensions are additional tools, solutions, and/or integrations that either enhance your existing data or assist with delivering audiences to external systems.

Identity Integration

CDP/Reverse ETL Integration

EPS Integration

GA4 Accelerator

Campaign Launch Auditor

Taxonomy Enforcement

Auto. Offline Conv. Uploads

Auto. Customer Match

Value-Based Bidding

Media Mix Model

Regression-Based Attrib.

Clean Room Attribution

Incrementality Testing

Scenario Planning Tool

Advanced Retarding

Freq. Cap Optimization

Customer Journey Analytics

Creative Feature Analytics

Digital Shelf Analytics

Next Best Action Model

Voice of Customer

This white paper explores **the strategic implementation of accelerators in key stages of data processing on the Google Cloud Platform (GCP)**. We explore the crucial role of accelerators in optimizing data ingestion, standardization, analysis, and business intelligence for effective marketing campaign activation.

In a more descriptive way, the schematic above lists the different modules that we offer as accelerators. The power of the approach starts

with creating a robust data environment with one or more functional modules, followed by the addition of components tailored to customer requirements. Extension modules range from somewhat tactical, like the GA4 Accelerator facilitating GA4 adoption, to more analytics-driven sophisticated measurement and dashboarding solutions such as MMM and Scenario Planners, culminating in activation optimization with Journey Analytics and Creative Feature Analytics.

The media activation and measurement ecosystem of today

The Maturity Framework

Today's media ecosystems remain complex.

Amid all this, it helps us to use a framework that maps the functional requirements and capabilities needed to progress along a 'digital maturity curve'. Merkle used one such framework (see below) for design thinking and prioritizing the solution sets to build as accelerators.

Almost all set of brands subscribe to ...

Common set of goals



Accurate, Effective and In Time Cross-Channel Measurement



Unified Customer Experiences



Seamless Paths To Purchase



Demonstrating Business and Customer Growth

Common headwinds



Fragmented Data



Siloed Data



Lack Of a Durable Identity

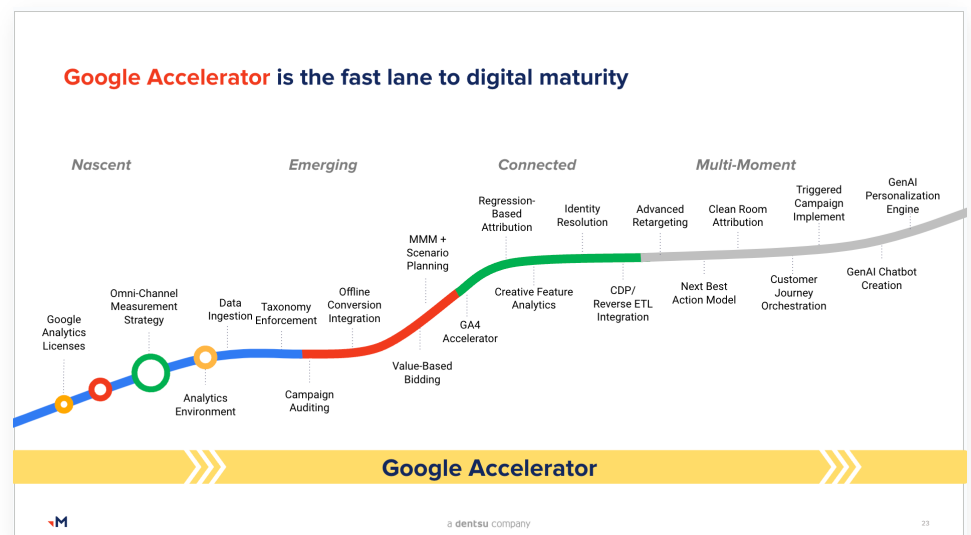


Disconnected Operations



Increasing Regulatory and Privacy Constraints

Creating the maturity framework segments allowed us to look at the component solutions in a modular way. The spectrum of solutions is a set of tools and capabilities that allow brands to optimize and maximize the ROI of media spend on the Google ecosystem as well as other channels.



Adopting a modular approach

As we described earlier, our modular solution design facilitated the development of solutions addressing multiple pain points. Essentially, It's a set of globally curated libraries - the best practice implementations from around the entire dentsu network for implementation in the Google stack. **We've categorized these offerings into five main use case areas.**



Analytics Infrastructure Modules:

Addressing the challenges of siloed data, automated data quality checks and monitoring, and lack of an integrated analytics sandbox. These solutions include Rapid Analytics Environment Creation with Data Quality Monitoring and Reporting. Designed as globally curated libraries, they ensure an integrated data ecosystem compatible with a variety of solutions.



Media Ops Modules:

Streamlining manual media operations, these solutions include The Taxonomy Enforcement Module for real-time detection of data taxonomy violations, providing correction recommendations and triggering notifications. We also offer solutions that automate offline conversion uploads and value-based biddings.



Advanced Infrastructure Modules:

Focusing on Identity Integrations, supporting dentsu's proprietary identity solution [Merkury](#), and integrating with other industry-leading identity solutions, along with connections to various CDPs and reverse ETL tools for activation platforms.



Advanced Measurement Modules:

Leveraging Merkle's expertise, solutions range from Marketing Mix Models to Regression-Based Attribution, Clean Room Analytics integrated with Google ADH, and Scenario Planning Tools and Dashboards.

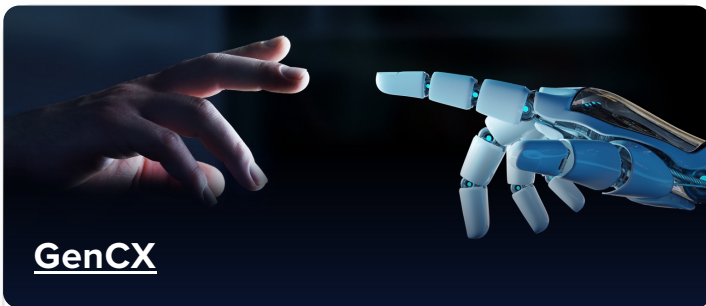


Activation Optimization Modules:

Encompassing solutions like Frequency Cap Optimization for impressions, Customer Journey Analytics, Creative Features Analytics, and Advanced Retargeting, contributing to effective activation optimization.

Solutions developments in progress

The data ecosystem we are developing seamlessly accommodates plug-ins for all AI solutions that dentsu and Merkle have been building. These solutions, primarily geared towards connecting the AdTech space to the MarTech space, can be deployed on any major cloud platform. A forthcoming whitepaper will provide in-depth details on these solutions, but here are some key highlights:



GenCX

Merkle's Generative AI solution for CXM involves leveraging GenAI models that use a client's 1P data, and can be deployed regardless of platform.



The d.suite

A collection of AI tools supporting Paid Search. It includes Generative AI tools to create copy, manage product feeds, and improve creative performance.



Mugen AI

A Creative Analytics solution primarily for social, now integrated with the Google stack. Mugen AI assists clients in optimizing creative performance by offering recommendations to enhance overall effectiveness.

We welcome you to bookmark this page that highlights our work in collaboration with and supported by Google. We will attempt to update this periodically. Meanwhile, we will welcome your comments and suggestions. Click [here](#) to contact us.



The Whitepaper is a first in a series highlighting the innovative solution development work happening as a result of the ongoing strategic partnership and collaboration between Google and Merkle/dentsu.

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