

COLLECT, TRANSFORM, ACTIVATE

The connection of your business



Assist marketers to transform their business using Google's Marketing Platform and Google Cloud along with Accenture's services to develop a holistic view of their customers and help marketers understand how customers interact with their brand and drive lifetime value.

Address marketplace challenges and seize digital marketing transformation opportunities



Lack of data ownership



Disjointed customer experiences



Lack of transparency



Data & technology silos

Connect your business at the core

As your trusted technology partners, Accenture and Google Cloud create one connection across the cloud for your marketing solutions, facilitating innovation and transformation at speed.

We bring established experience

Rapid time to market

Combining Google's Marketing Platform data and Google Cloud Platform with Accenture Digital agency expertise, helps clients to quickly execute the consolidation of their technology stacks.

Proven accelerators

Methodology, reference architecture, reusable solutions and other accelerators speed up delivery and reduce risk with Google AI/ML technology.

Invest in outcomes

Connect client existing technology stack and data sources in real or near-real-time to help deliver hyper-personalization at scale to drive cost takeout and media wastage.

Accenture global delivery network

Global presence with deep experience across all industries combined with skilled Cloud, AI, and Marketing technologists.

Demonstrated experience in generating value in large Google Cloud deployments.

1,600+ Google Cloud trained/certified engineers/architects & 7X Google Cloud Partner Award winner. *

Breakdown data silos

Accenture's solution provides a single view of customer across marketing and custom data sources with a marketer friendly UI.

* 4X included from the acquisition of Cloud Sherpas

We differentiate by providing a single view of the customer to activate marketing use cases

1. Full funnel attribution

Identify most valuable customer paths to purchase by connecting online and offline data

2. Marketing control center

Gain complete view of all customer touchpoints to ensure relevance & brand consistency

3. Automated insight distribution

Create scalable dashboards and workflows to eliminate manual analytic work

4. Segmentation engine

Surface new segments using cluster analysis that includes media and site analytics

5. Scaled activation

Action on insights where it matters most without friction

By leveraging the Google Cloud for Marketing Analytics—Accenture enables marketers with powerful capabilities / use cases to drive their business.

Our alliance partnership is committed to deliver value to your business



Innovate and transform

Connect customer experiences through Google Marketing Platform and Google Cloud deployments and integration



Simplify and analyze

Get the most of your data through automated reporting and visualizations from aggregated data sets



Intelligent business

Bring leading Google Cloud capabilities and activate marketing through machine learning and predictive analytics



Secure and efficient

Google Cloud incorporates a thorough Data Governance strategy for GDPR compliance and security

Reach out to Google-C4M@accenture.com and talk to us about your journey to Google Cloud Platform for your Marketing Analytics applications