Lytics + ⬡ Google BigQuery Integration

Onboard all of your user data to BigQuery

Google BigQuery allows you to analyze big data in the cloud. Lytics has built connectors to many marketing tools, and with simple web configuration will import that data. Lytics enriches, merges cross channel identities, and exports all your user data to BigQuery allowing a complete view of your users and real-time insights across multiple channels and devices.

Lytics Connector

The Lytics/Google BigQuery connector enables customers to transfer up to petabytes of marketing data into and out of Google BigQuery. With Lytics, user data can be moved at any latency (batch, real-time, via triggers) to meet the requirements of a diverse set of business users. The Lytics connector automatically creates a user table in BigQuery and exports all user entities and fields to BigQuery for deeper analysis including information about cross-channel identity resolution.
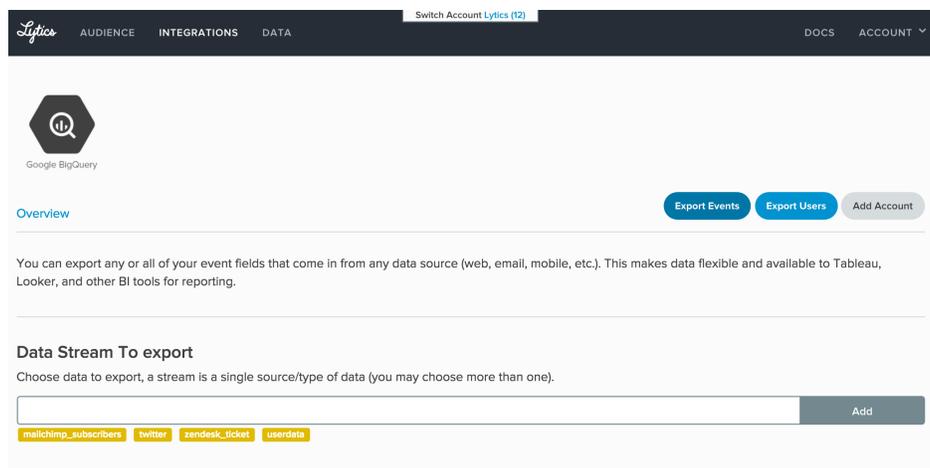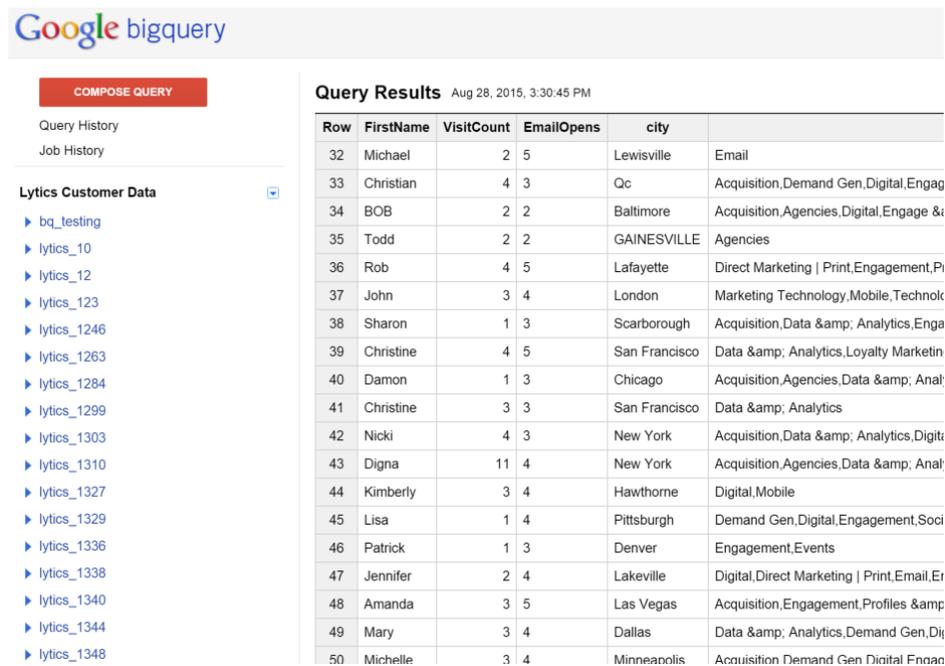

Figure 1. *Move your data in and out of Google BigQuery using Lytics' connector.*

Fast and Easy

With Lytics customers can easily transfer user data from a wide variety of data sources and formats, with 150+ pre-built connectors, and load it into Google BigQuery. Whether you're connecting to on-premise applications, social media, mobile and big data sources, Lytics allows you to connect faster.

Powering Cloud Analytics

Enterprises globally are increasingly relying on Business Intelligence and Data Visualization tools to gain better information flow, which leads to agility and a competitive edge in decision-making. Lytics offers the capability to integrate all your user data into Google BigQuery to transform cross-channel information into actionable data for more effective decision-making.

Figure 2. *Lytics is capable of integrating all your user data into Google BigQuery.*

The Lytics Connector creates a centralized Marketing Data Warehouse that's scalable, queryable, and available for analysis in visualization tools like Tableau, Looker and others.

Lytics Connector for Google BigQuery enables organizations to:

- Accelerate cloud data warehouse adoption with pre-built patterns that can be configured by an automatically-generated series of steps
- Rapidly connect Google BigQuery to a variety of marketing data sources
- Take advantage of core REST API based integrations for broader connectivity

What makes Lytics Connector Unique:

- Sophisticated extract, transform and load (ETL) operations with no technical intervention.
- Automatically merge incoming datasets into a single user table
- Build, configure, and maintain tables from marketer friendly UI
- Extract and transfer entire datasets from your existing marketing tools using Lytics' pre-built API connections.

What else can you do with your Lytics user data set in BigQuery?

Cross-Product Analytics
Analyze how users interact across all of your websites and apps using SQL to reveal trends and patterns.

Recommendation Engines
Personalize product suggestions with fewer signals based on what similar visitors enjoyed in the past.

Import Internal Data
Join mobile and web data with internal product and user data to make deeper connections.

Forecast Trends
Use a standardized set of past user behavior to predict lifetime value and customer preferences.

Reporting
General reporting and analytics.

Available Data and Features

- **User Table.** A normalized table of every attribute you have on a user.
- **Nested Attributes.** Multi-field (nested) attributes will automatically break out in new tables. (e.g. dates, email campaigns)
- **Audience Segments.** List of all users and the segments they're a member of.
- **Channel Event Data** (Coming October 2015). Import all event data from all marketing channels.
- **Content/Sentiment Analysis** (coming November 2015). Understand traits, characteristics about content (urls, email campaigns) to aid in analyzing user behavior.

Learn More

Get in touch to learn how Lytics can add a customer-centric edge to your martech stack.

Visit getlytics.com for more info.