

# Reprise Digital's marketing data platform on Google Cloud

Devoteam G Clouds experience with implementing Google Cloud analytics tools such as Looker made Devoteam G Cloud an essential partner in Reprise Digital's project.

## The challenge

There were several key issues facing Reprise: Data analysts were spending 75% of their time manually creating reports; Most of those reports were built ad-hoc and different every time; The used technologies were fragmented across the world, across crafts, and even within markets. This meant that a unified platform was absolutely necessary to reduce the time to insight.

## The solution

With a clear set of goals in mind, we started to design RAPID, the distributed data marketing platform on Google Cloud. Within the Google Cloud organisation of Reprise Digital, we leveraged folders and projects to create an hierarchical structure of markets and customers. Every market and customer would have their own environment giving them the flexibility but configured consistently throughout.

## The result

Before RAPID, it took Reprise Digital multiple weeks to properly onboard a new customer and have a set of reports for analysis and action upon the marketing performance metrics. Today, it takes around 45 to 90 minutes for RAPID to provision a self-service analytics environment in Looker for a new customer, supporting more than 10 marketing platforms and over 25 standardised reports.

“ Before, it would take us 2 weeks to properly onboard a new customer. With RAPID, we have everything set up between 45 and 90 minutes, depending on the amount of data we have to pull. ”

Bertrand Fontaine - Global Head of Intelligent Automation at Reprise Digital



## About Reprise Digital

Reprise Digital, part of the Interpublic Group of Companies Mediabrands group, is the world's largest performance marketing network, offering a full suite of crafts designed to deliver customer flow. With over 3,000 experts in 68 offices in 48 markets, they offer a complete suite of crafts designed to deliver customer-centric performance marketing.

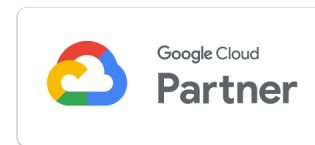
Vertical/horizontal solution: Media & Entertainment

Primary project location: United States



## About Devoteam G Cloud SAS

Devoteam G Cloud is a Google Cloud Premier Partner for over a decade and a Google Cloud Managed Services Provider of 600+ Google certified experts.



## Products

Google Cloud Platform