GOOGLE ANALYTICS 360 ADAPTER

SYNTASA's GA 360 Adapter enables organizations to quickly and easily bring their clickstream data into their enterprise big data environment. Google makes the data available in BigQuery in either 8-hour batches or in real-time. SYNTASA's role is to securely move the data to your organization's private cloud, enrich the data, create the necessary aggregations, and automate all data processing. Once this is completed, the data is ready to use in your organization's private cloud and can be joined with your sensitive enterprise data.
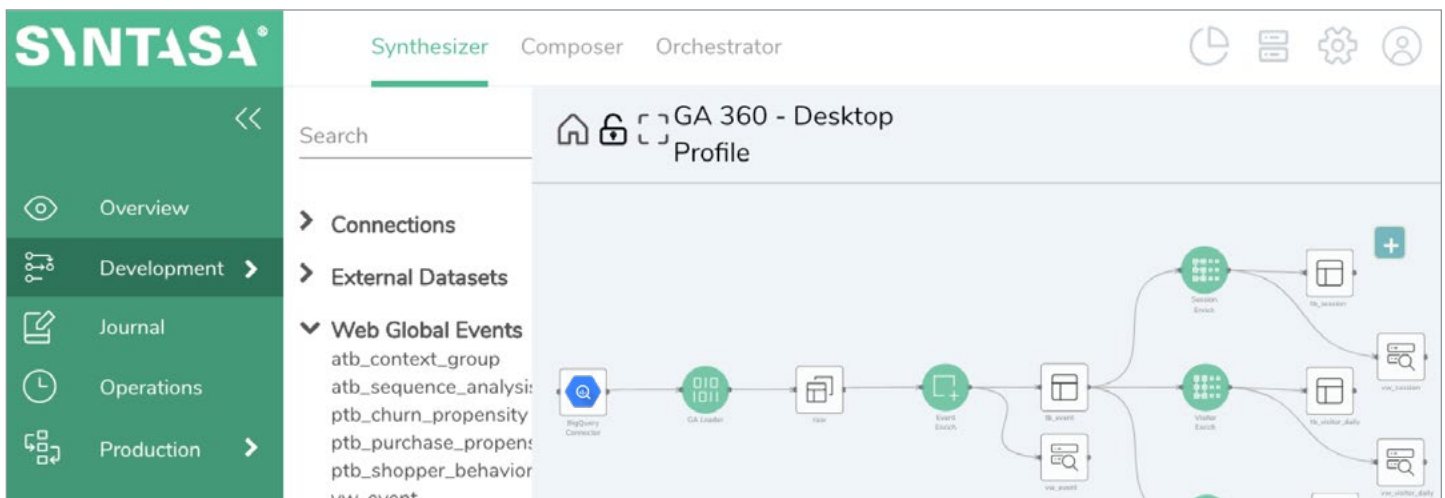
USE CASES

- Join digital & enterprise data in own private cloud
- Consolidate with other clickstream data
- Use preferred querying and visualization tools and methods
- Create custom aggregations
- Use data in open source machine learning workflows

BENEFITS

- Speed (deployed in 1 week)
- 99.9% match rates vs GA
- All GA variables included
- Lookup data handler
- Fully automated processing
- Ability to join with digital media logs
- Consolidate GA profiles
- Data stored in Parquet tables

WORKFLOW

The workflow for the GA 360 Adapter provides great data lineage and documentation in the event that a configuration needs to be changed. When the event enrichments and lookups have been integrated in the event table, the workflow provides the capability for custom aggregations at the customer, visitor and session levels, with all output data stored in Parquet tables which can sit natively in your organization's private cloud.

Read how Lenovo is utilizing AI Assisted Customer Analytics for algorithmic retargeting, saving enormous time and resources
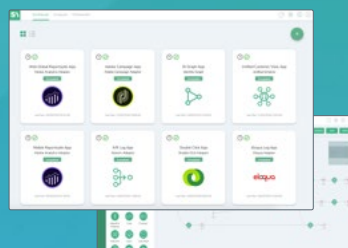
VIEW THE CASE STUDY

Watch how Sky unlocked the power of their marketing cloud

SEE THE SKY STORY

Discover the latest big data trends and insights from our team

CHECK OUT THE BLOG

Eager to see what an AI-Assisted, data-driven enterprise looks like in action?

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