BitBang

Microsoft
Partner

Gold Data Analytics
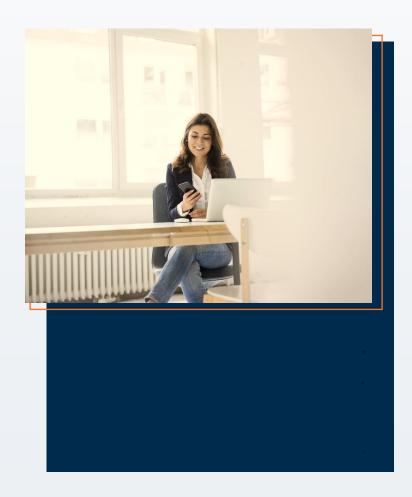Gold Data Platform
Gold Cloud Platform

■■ Microsoft

Customer Data Platform for a data-driven Digital Marketing

BitBang Srl / Google Analytics Connector for a CDP: 10wk imp

Understand and predict customer behavior to deliver effective personalized marketing activities with your marketing tools from your competition.

Adopt a data-driven approach.

WHAT WE OFFER

This solution aids the ingestion of online behavior clickstream data from Google Analytics, which can be managed in an Azure Data Lake and integrated with your customer data.

Predictive analytics and machine learning algorithms can be implemented in the Data Lake to create clusters of customers that can be contacted with direct marketing tools.

All of this allows teams to take a data-driven approach and develop valuable personalized and optimized direct marketing activities.

Develop innovative ideas and advance decision-making with Machine Learning algorithms.

Automate the next 'best action' for each customer.

Optimize marketing efforts, Increase Loyalty and Retention

Why Microsoft Azure?

Be future-ready

Continuous innovation from Microsoft supports your development today, and your product visions for tomorrow. With 1,000+ new capabilities in the past year, you can build on the latest advancements in AI, blockchain, Kubernetes, containers, and databases to keep you ahead of the curve.

Our enterprise grade analytics solution outperforms the competition, costs less, and is fully compatible with your existing development, BI, and data-science tools.

Operate hybrid seamlessly

On-premises, in the cloud, and at the edge—we'll meet you where you are. Integrate and manage your environments with tools and services designed for hybrid cloud.

Enhance security, simplify access, and set smart policies across your different environments with a single-identity platform trusted by 90% of enterprises globally.

Build on your terms

You have choices. With a commitment to open source and support for all languages and frameworks, build and deploy how you want to. Take advantage of the full-featured, integrated development environments with built-in support Visual Studio and Visual Studio Code, the most popular IDEs trusted by 15M+ developers.

We embrace open source, drive innovation through collaboration, and contribute back to the community.

Trust your cloud

Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups.

With a $1B+ investment in security R&D and 3,500 cybersecurity experts, security is foundational for Azure.

Microsoft Azure

Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

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