

# Dataflow for Real-time Marketing Intelligence

We missed out on that viral video trend because our analysis was lagging behind

I know! By the time we'd launched our campaign, everyone had moved on

Real-time marketing intelligence with Dataflow can help us identify and capitalize on trends as they emerge!

Here's how Dataflow can help your business...

- Real-time Omnichannel Marketing
- Better Customer Relationship Management
- Fine-tune Marketing Mix
- Improved Segmentation
- Competitive Analysis
- PR Crisis Management

Take a look at these technical benefits...

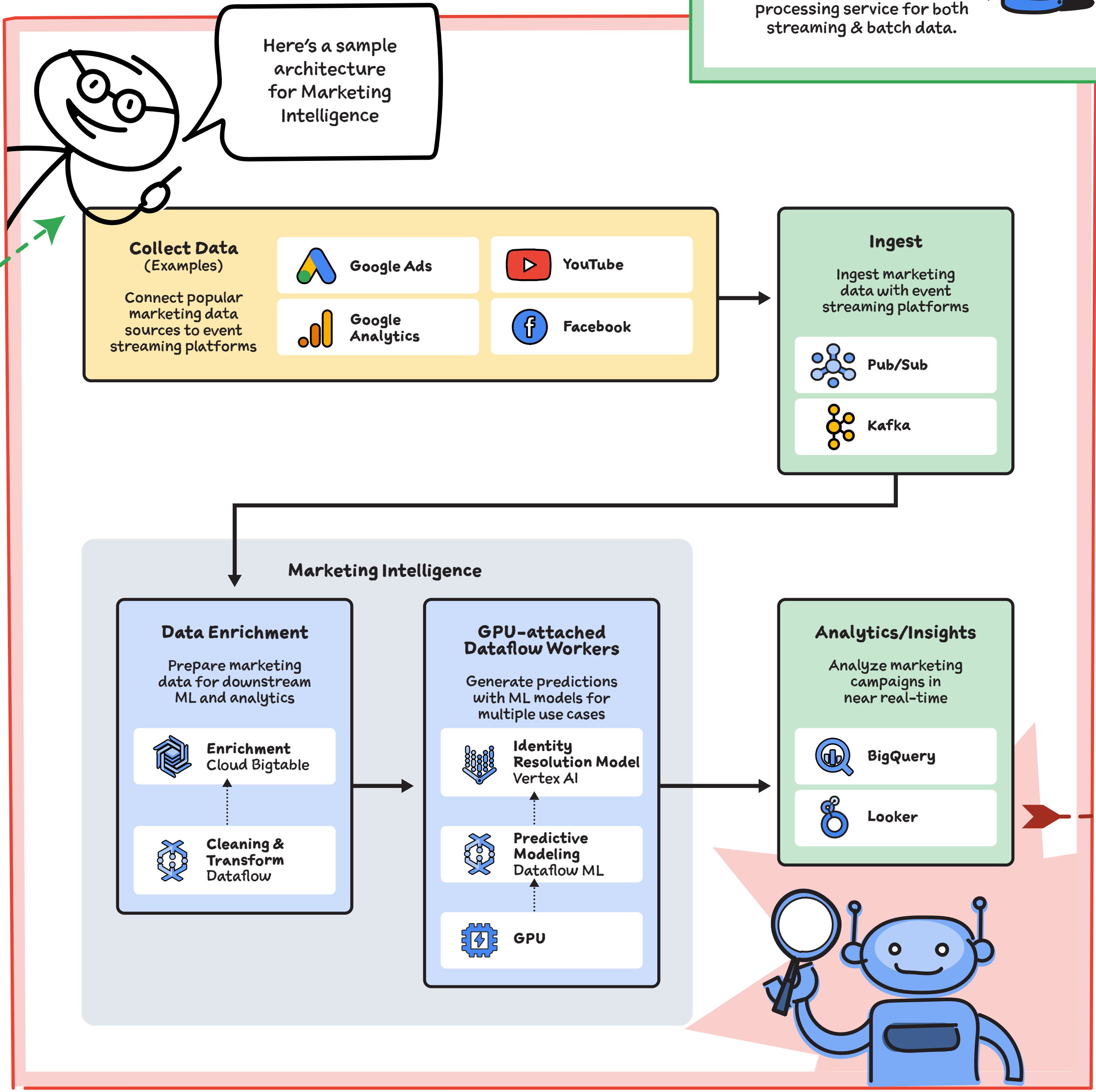
- Vertex AI integration for advanced marketing analytics and ML
- Standardize your data model & business logic with Dataflow Templates
- Connect with any marketing platform using 60+ pre-built I/O connectors
- Easy-to-use code blocks that simplify ML pipelines
- Autotuned I/O optimizes performance and scalability for destinations like BigQuery

## What is Dataflow?

It's a serverless data processing service for both streaming & batch data.

Batch Data

Streaming Data



Keep in mind...

- Isolate data sources into distinct Pub/Sub or Kafka topics to maintain data integrity
- Use Enrichment with fast-lookup databases like BigTable or Vertex AI Feature Store for feature engineering
- Utilize Beam's Web APIs I/O for enrichment from unsupported platforms
- Leverage external (Vertex AI, HuggingFace, Gemma) and local models with RunInference
- Enable real-time activation with pre-built Beam Connectors or custom Web APIs I/O connectors