



Red Pill Analytics helps Google Play Marketers Build a One-stop Social Media Analytics Platform

The Goals

Give the Google Play Marketing team access to marketing data in an accessible format they can easily understand and use to make well-informed decisions

Google needed an easy-to-use and self-sustaining platform that provides a one-stop source of high-quality data for all of Google Play's social media and marketing channels

The Approach

Red Pill's iterative approach allowed them to take social media sources, architect them from start to finish, land them in Big Query, and start to build reports in just a few days

GCP's interactive and collaborative tools, especially DataStudio, allowed the client to be involved from the very beginning Use only Google Cloud services that are truly serverless so the solution will continue to run and scale post-implementation

The Results

An analytics platform measuring user engagement with the Google Play platform

Sentiment analysis allows the team to track attitudes and opinions over time No more wasted time pulling data from each platform and creating reports for internal presentations

The Products

GCP: App Engine, BigQuery, Data Transfer Service, Data Studio

Google Products: Google Analytics, YouTube, Firebase, Google Sheets

APIs: Twitter, Google+, LinkedIn

"I was constantly surprised at what was possible, really. It was really very helpful doing everything iteratively because I had sort of rough ideas at the very beginning, but I didn't really know what was possible in these products. And so I'd sit down with Stewart and Phil, and we'd talk through various ideas, and they would let me know what's possible. And then they could go away and just put something together straightaway, really quickly, something scrappy. And we'd have a look at that, and then we could keep iterating. So it worked really well."

Dom Elliott, head of Global Development and Marketing, Google Play

The Challenge

With more than one billion users, Android is the most used operating system worldwide. Dom Elliott, head of global marketing and communications (Marcomm) at the Google Play Store, spends his time improving engagement with Android developers. By examining data from platforms like Youtube, Twitter, and other social media, Dom can understand how people interact with their content. This data helps Dom learn about the success of marketing campaigns, targeting content and helping game and app developers be successful in the Google Play realm.

The problem is that Google Play uses multiple channels to communicate, and each one has its own system that requires a manual pulling of information. At least once a month, Dom would go into each channel and tool and then transform it into a report to share internally. To put it simply, it was a lot of wasted hours; they needed a one-stop aggregated source of data. Although Dom and his team worked for Google, they were not engineers and had no access to special Google resources. Because of this, it was important that the end product was user-friendly and straightforward - absolutely no coding or infrastructure.

The Approach

To solve the problem, Marcomm partnered with Red Pill Analytics, lead by co-founder Stewart Bryson. Early on, Dom learned the possibilities of the project with DataStudio and could lead the team to customize the product to fit his needs. The online collaboration of GCP allowed Dom to be heavily involved in the development process from the very start, letting Stewart and his team know exactly what he wanted to see and how he wanted to see it. Stewart and his team used an iterative approach which allowed them the creative flexibility to pull together this project on such a short timeline. The entire project took three months.

In the end, GCP big data processing and data visualization tools covered the client's low maintenance requirements. Stewart and his team focused on serverless solutions that could scale and continue running once they let the project. Although the team originally used Google's BigQuery data transfer service to pull data from Google platform, most of the data was pulled straight from public APIs. Ingesting the data and putting it into Data Studio allowed Dom and his team a single access point to check on and analyze all his channels.

The Result

Dom and the entire Google Play marketing department now have easy access to a good-looking and up-to-date 12-page report, one for each marketing department; including email, web, app, and social media channels. He can now make better decisions based on this data. For example, he can see how a marketing channel is doing in a certain area after an update, and either decrease or increase efforts, depending on the information.

In addition to MarComm's requirements for the project, Red Pill decided to add in sentiment analysis, which allows them to track attitudes and opinions on various channels. Dom found this feature to be the most surprising and helpful of the entire project, particularly useful LinkedIn and Twitter. This allows them to track and recognize issues and respond accordingly, such as sending users to resources or escalating problems.

The analytics platform built by Red Pill Analytics allows for both a holistic and targeted understanding of Google Play users. Beyond the analytical insight offered by the platform, the extensive time saving offered by the tool allows the Google Play team to spend their time in more valuable endeavors for the Android developer community.



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