

Deliver customer-led journeys at scale with Optimove and Google Cloud

A data-led foundation for orchestrating personalized journeys across every channel.

With Optimove on Google Cloud, you can move beyond static campaigns to deliver exceptional customer experiences. The platform unifies unlimited volumes of historical and real-time data, from transactions and loyalty programs to live behavioral signals, so you can build precise customer segments and act on them in the moment. Powered by Google Cloud's secure, planet-scale infrastructure, Optimove enables you to orchestrate multichannel campaigns with precision, apply predictive modeling, and activate personalized journeys that strengthen loyalty and drive measurable growth.

Key benefits

Unify and activate customer data in real time

Break down silos by bringing together all your customer data into a single platform. With Google BigQuery, you get a continuously refreshed customer view that turns fragmented information into real-time insights, so you can trigger the right campaign at the right moment across every channel.

Automate campaign orchestration with intelligent AI

Move beyond manual rules and IT dependencies with Optimove's AI-driven orchestration, built on Google Cloud. The platform continuously determines the next-best action for each customer, preventing over-communication and maximizing engagement. This frees you to focus on creative strategy while every journey adapts in real time across channels.

Drive measurable growth with enterprise-grade scale and reliability

Gain the speed and stability to run thousands of campaigns concurrently on Google Cloud's planet-scale infrastructure. Optimove's platform delivers consistent performance under heavy workloads, helping you strengthen loyalty, increase customer lifetime value, and achieve measurable growth.

According to Forrester, organizations utilizing Optimove see

88%

improved campaign execution efficiency, allowing them to run 40% more campaigns without adding headcount.

[Read the full report](#)

Use cases

-  Cart recovery
-  Loyalty program personalization
-  Cross-sell campaigns
-  Churn prevention

To learn more about how Optimove and Google Cloud help you move faster, strengthen loyalty, and grow profitably, visit Google Marketplace.



[Google Cloud Marketplace listing](#)