



fifty-five obtains Google Cloud's Marketing Analytics Specialization at global scale

fifty-five is now a Google Cloud Platform certified partner with a Marketing Analytics specialization, on top of being a certified sales partner of the Google Marketing Platform on an international scale. The data company thus stands as a reference partner to support brands in their digital transition to the cloud.

New York, NY, September 9, 2019: fifty-five announces it has achieved the Marketing Analytics Specialization in the Google Cloud Partner Advantage Program. fifty-five is also a certified sales partner on the entire Google Marketing Platform (GMP), both on web analytics and advertising solutions. The data company is thus one of the first partners to hold both sets of certifications at a global scale.



Specializations in the [Google Cloud Partner Advantage Program](#) are designed to provide Google Cloud customers with qualified partners that have demonstrated technical proficiency and proven success in specialized solution and service areas. By earning the Partner Specialization, fifty-five has proven their expertise and success in building customer solutions in the marketing field using Google Cloud Platform technology.

fifty-five has been supporting marketing departments for several years in their reflection on the cloud's ability to serve marketing—specifically helping them to engage with their IT department on this subject. fifty-five's teams gather the unique skills to collect, transform, analyze and visualize data, and then use the insights gained to optimize marketing strategy and activation. This new distinction allows the *data company* to establish itself as the reference partner to support brands in their digital transition to the cloud.

“We are particularly proud of this new token of trust from Google Cloud, especially since we are one of the few companies to have achieved this level of excellence to date. We are very committed to helping our customers make the most of the cloud. Focusing on concrete use cases and solving them quickly while targeting a long-term vision allows us to combine pragmatism and ambition. And that's what

makes us strong!" says Jean-François Wassong, Chief Technical and Innovation Officer at fifty-five.

Need help from a trusted Google Cloud Partner?

[Learn more about fifty-five and let us know how we can help](#)

About fifty-five

fifty-five, the data company

As a part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company that helps brands collect, analyze and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, New York, Shanghai, Shenzhen, Geneva and Taipei, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, owing to its unique approach that blends consulting, operational and technology expertise.

www.fifty-five.com • www.teahouse.fifty-five.com • contact@fifty-five.com

Press contact

communications@fifty-five.com