

# Lytics Partners with Google Cloud on New Generative AI Capabilities

*Lytics data management, enrichment, and discovery tools—powered by Google Vertex AI—gives enterprise customers ways to readily access and apply 1st-party data*

SAN FRANCISCO, CA, USA, May 31, 2023 /EINPresswire.com/ -- [Lytics](#), a next-generation customer data platform (CDP), and Google Cloud, today announced a deepening of their strategic partnership including the availability of three first-of-a-kind CDP capabilities, Lytics Audience Generator, Lytics Customer Profile Contextual Chatbot, and Lytics Schema Copilot, powered by Google Vertex AI.

From easily uncovering and activating highly engaged audiences from within BigQuery instances to onboarding new data sources to personalizing customer interactions at massive scale, [Lytics' new generative AI capabilities](#) built on Google Cloud will help companies like Whirlpool accelerate time to market, increase customer loyalty, and reduce operational expenses.

"As the pioneer in AI, Google Cloud sets the standard for excellence, and investing in Google Vertex AI represents a shrewd business decision, given its unmatched ability to help us deliver cutting-edge capabilities to our customers. In comparison to its competitors, Vertex AI boasts greater reliability, a significantly stronger security and privacy posture for data and models and very importantly Vertex uniquely offers an end to end platform. This translates to a superior output for code generation and, ultimately, more seamless and effective product experiences for our customers. The team's innovative spirit is inspiring and has allowed us to introduce unprecedented features, enabling improved data accessibility for our customers, all powered by AI as part of Google's Built with Google AI program" said Jascha Kaykas-Wolff, President of Lytics.

"Generative AI has significant potential to enable growth and productivity in our journey to create Real-Time Integrated Business operations and superior consumer experiences. Leveraging this potential, we are accelerating speed to unleash value with data, make it easier for our users to leverage technology with new user interfaces and serve our consumers with better products, services, and content," said Murat Genc, Global, Data, Technology & Transformation Officer at Whirlpool.

"Lytics' new generative AI solutions will help further streamline and make more accessible many of the tools and processes businesses use across every sector," said Kevin Ichhpurani, Vice

President, Global Partner Ecosystem & Channels, Google Cloud. "By deepening our partnership with Lytics, a true leader in user-centric experiences built with generative AI and first-party data, we look forward to helping industries digitally transform their customer experiences."

Powered by Google Vertex AI, Lytics has launched three industry firsts within their CDP:

**Lytics Audience Generator:** Every company needs to be able to interrogate their own data to better understand their customers on an ad-hoc and exploratory basis. This exercise is typically reserved to analysts and technical constituents, and can leave business constituents with both unasked and unanswered questions. Lytics Audience Generator leverages large language models (LLMs) to provide an interface for business users to directly query their warehouse data to discover, explore, and activate segments of their customers for better targeting and personalization. Initial testing shows an increase in efficiency in segmentation workflow by providing greater access to business users, reducing the need and dependency on SQL expertise & analyst by greater than 5x.

**Lytics Customer Profile Contextual Chatbot:** Goes beyond traditional chatbot interactions by leveraging the rich customer data inside your Lytics customer profiles. With more than 200+ attributes per profile the contextual chatbot. Powered by Vertex AI, this feature is able to better understand each customer's unique preferences and can provide tailored responses in real-time, resulting in more meaningful and impactful conversations. Organizations can drive customer satisfaction, loyalty, and growth by delivering personalized, context-driven experiences at scale.

**Lytics Schema Copilot:** Let AI do the heavy lifting when you're bringing data together into rich customer profiles. Schema Copilot can propose identity resolution policies, suggest data transformations and define schema metadata. By leveraging LLMs powered by Vertex AI, Schema Copilot can help your team build more accurate profiles, while helping you move faster and reduce your project overhead with AI-powered schema automation.

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About Lytics

Lytics is the premier customer data platform for Google Cloud customers and the only 100% Google Cloud-native CDP.

Lytics CDP offers a composable, modern architecture that accelerates your cloud data strategy. Lytics helps companies build a unified first-party data foundation, resolving identities to construct and maintain comprehensive profiles that are compliant, extensible and accessible. Lytics unique approach enables brands to work without silos, reimagining how they leverage their own customer data to increase customer engagement and boost ROI.

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