

# A new player in the market - easier access to Google Marketing Platform.

**Full Stack Experts, which comprehensively facilitates the Google Marketing Platform (GMP) technology, is entering the digital marketing market. This new partnership already has its first clients in Poland but has also expanded its reach to as far as Australia and United Kingdom.**

Full Stack Experts has the Google Marketing Platform Sales Partner status. It provides an all-encompassing coverage across GMP – from selling the licence to implementing the tools in an organisation to training users of the technology to offering an expert technical support.

GMP is a platform for managing digital marketing communication with clients. It enables planning and executing advertising campaigns simultaneously across multiple communication channels and, thanks to elaborate analytics, makes it possible for marketing teams to ensure effectiveness of their activities.


In order to use the GMP tools, companies and advertising agencies must purchase a licence. Previously, only four entities in Central and Eastern Europe were entitled to sell the licence, but Full Stack Experts is now joining them. Therefore, the partnership's aim is to improve their business partners' digital marketing performance but also to facilitate access to GMP for companies and digital marketing agencies.

The name 'Full Stack Experts' captures the team's work philosophy – a holistic and comprehensive approach through which business partners are offered a portfolio of GMP tools and an array of services.

The partnership not only offers technology licences but also helps with implementation. Moreover, it provides consulting and training and develops partners' GMP competencies. Hence, Full Stack Experts's clients are both entities that wish to purchase a licence and ones that already possess it but desire to use it more effectively.

Full Stack Experts' services quickly earned recognition from the first clients – expert consultants work with clients from Poland and from all around the world, including Australia and United Kingdom.

GMP is a set of tools. Display & Video 360, Search Ads 360, Campaign Manager and Studio help with managing and optimising advertising campaigns, while Analytics 360, Optimize 360, Tag Manager 360 and Data Studio are used to analyse customer data. The platform enables gathering data and transferring it to other tools – this in turn allows the use of an entire database for various marketing activities and unification of performance measurements. As a result, it is significantly easier to assist consumers during their customer journey. It is also possible to determine attributions – the importance of different channels in selling and their impact on customer choices.

In 2019, the digital advertising market in Europe recorded an increase of 12.3% (YOY, according to AdEx Benchmark IAB). One of the industry's driving forces is the application of advanced MarTech. GMP enables using state-of-the-art solutions, influencing the effectiveness of digital marketing. Having access to a multitude of data and analysing it, we can predict customers' needs more successfully, optimise customer service, personalise offerings, and create more accurate advertising campaigns. 

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