

## PRESS RELEASE

## fifty-five announces the renewal of its Google Cloud Marketing Analytics Specialization worldwide

*fifty-five, Google's global partner for the Google Marketing Platform suite, was one of the first partners to be certified for both the Google Cloud Platform and the Marketing Analytics specialization.*

*This certification has just been renewed following an in-depth audit conducted by Google teams on the practices, skills and references of the data company.*

*The data company thus maintains its position as a reference partner to accompany brands worldwide in their digital transition to the cloud.*

**Paris, June 29 2021:** fifty-five announces the renewal of the Marketing Analytics specialization on the Google Cloud Platform (GCP). This certification was renewed after an extensive audit by Google's teams. fifty-five was the first company in France to have the Marketing and Analytics specialization on GCP two years ago.

To accompany brands on their transition to the cloud, Google has selected and certified partners of excellence around the world. Thanks to the expertise of its data and technical teams, fifty-five has been able to maintain and renew this certification, defined by a rigorous process set up by Google Cloud teams to validate the level of marketing knowledge as well as the advanced technical capabilities (machine learning, artificial intelligence) of their partners. Since 2019, fifty-five has been able to distinguish itself as a reference partner by making it easier for its customers to get to grips with the solutions offered by Google in an optimal and efficient manner, while enabling them to reduce their marketing costs.



"The renewal of this mark of confidence is all the more pleasing to us as the audit underlined the strong expertise of our teams in data engineering, and praised all the processes and specific developments deployed for our services," said Jean-François Wassong, Partner and Chief Technical & Innovation Officer at fifty-five.

To find out more and discover our case studies, visit the [Google partner platform](#).

**Jean-François Wassong**

Partner and Chief Technical & Innovation Officer,  
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## 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, Geneva, Shenzhen 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.

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