

# **FOR IMMEDIATE RELEASE**

# **XPON Technologies’ Wondaris Composable Customer Data Platform Now Available on Google Cloud Marketplace**

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SYDNEY, AUSTRALIA - February 12, 2025 - XPON Technologies, a leading AI marketing technology company, today announced that its Wondaris composable customer data platform (CDP) is now available on the [Google Cloud Marketplace](https://mkt-aunz.xpon.ai/wondaris-on-google-cloud-marketplace). This provides two major benefits for Google Cloud customers:

* A simpler process to procure and deploy Wondaris, enabling businesses to accelerate their data and AI initiatives and drive better marketing outcomes quickly.
* An opportunity to maximise the value of cloud investments by purchasing Wondaris via existing Google Cloud consumption commitments.

Wondaris is a turnkey, composable CDP that provides a flexible and scalable solution for unifying, enriching, and activating customer data. It is designed to help businesses overcome the challenges of today's complex data landscape, including the degradation of third-party cookies and increasing privacy regulations.

"We are thrilled to announce the availability of Wondaris on the Google Cloud Marketplace," said Matt Forman, Founder and Group CEO of XPON Technologies. "Our partnership with Google Cloud amplifies the accessibility and scalability of our composable CDP solution globally. By simplifying access for Google Cloud customers, we're empowering businesses worldwide to harness the full potential of their data and drive impactful business outcomes at scale."

"Making Wondaris available on Google Cloud Marketplace is a huge step forward in our mission to democratise access to cutting-edge AI-powered marketing technology," said Matt Daniels, Chief Technology & Security Officer at XPON Technologies. "XPON is committed to providing businesses with the tools they need to thrive in a dynamic digital landscape. By leveraging the scalability and reliability of Google Cloud infrastructure, Wondaris empowers marketers to unlock deeper customer insights, activate data-driven strategies, and achieve significant business outcomes."

Wondaris is already helping businesses across various industries transform their marketing and customer experiences. For example, UP Education partnered with XPON Technologies to implement Wondaris and leverage their existing BigQuery data for improved audience segmentation and activation. This resulted in a 24% increase in click-through-rate, a 64% increase in online leads, and a 28% decrease in cost per lead.

"Wondaris has been a game-changer for our marketing team," said Phil McCracken, Head of Marketing & Communications NZ at UP Education. "We've been able to create highly targeted audiences and personalised messaging to deliver more effective and impactful marketing campaigns."

**About XPON Technologies**XPON Technologies (ASX:XPN) is an AI marketing technology company that helps create better ROI for businesses in Australia and New Zealand through its innovative Wondaris platform. Recently recognised as the winner of the AI Innovator - Media and Communications category at the 2024 Australian AI Awards, XPON Technologies specialises in making advanced AI capabilities accessible and practical for organisations of all sizes.

[Learn more here.](https://mkt-aunz.xpon.ai/wondaris-on-google-cloud-marketplace)

**About Wondaris**Wondaris is a composable customer data platform that helps organisations simplify complex marketing challenges and achieve superior ROI. The platform democratises AI technology for non-technical users while increasing efficiency for technical teams to productionise custom AI models. Wondaris' enterprise-grade capabilities include advanced customer segmentation, AI-powered predictions, and automated marketing optimisation, enabling businesses to unify their data, enrich customer insights, and activate audiences across multiple channels.

[Learn more here.](https://wondaris.com/)