For today's customer journey, it's Analytics 360

Google Analytics 360 takes you far beyond the conversion to really understand today's customer experience

"Using insights from Enhanced Ecommerce, Brian Gavin Diamonds built a special guest checkout flow just for customers on the cusp of making a purchase. The result of this one simple change? A 60% increase in customers who made it through checkout to the payment page."

Read the full case study to learn more about how Brian Gavin Diamonds used Google Analytics to improve their customer experience.

You've built a nice website. But is it working for you?

The digital path to purchase continues to evolve and diversify. Customers interact with brands in a thousand different ways across all kinds of devices. That's good news, since it gives advertisers even more opportunities to connect with their customers and bring them on board. But it also increases the risk that one bad experience will drive a customer away for good.

Google Analytics 360 can help you win those key micro-moments with deep insights into the customer experience. Right out of the box, it gives advertisers and organizations like yours many ways to understand the customer journey. With the click of a button you can see and share journeys, drill into key moments, discover what works best — and be sure that your customers are getting the best possible experience.

Get a bird's-eye view

You'll go far beyond the last click with Google Analytics 360. Use the funnel view of Enhanced Ecommerce to find common gaps in the customer journey — and learn where you can improve your website experience to bridge them. See conversion rates for key moments on the path to purchase, and discover where people drop off entirely.

Funnel reporting isn't limited to just ecommerce. Custom Funnels lets you track and view any event on your site as its own stage in the funnel. This makes understanding customer on-site behavior even easier, and it requires no upfront setup, so you can define important events with no development overhead.
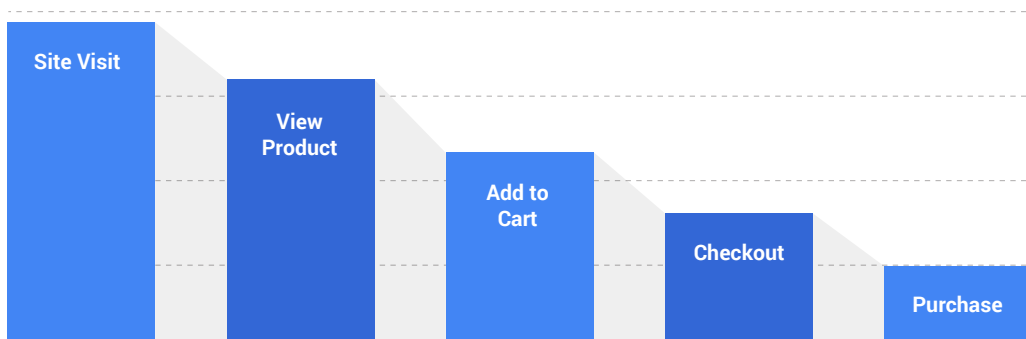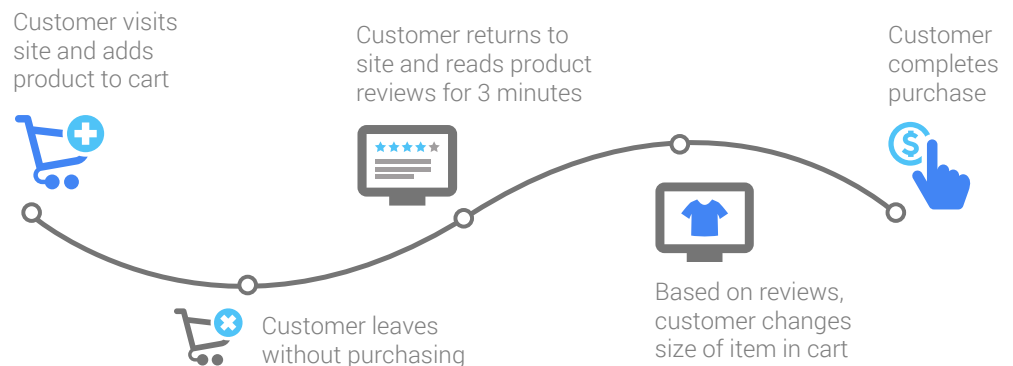
Follow the customer life cycle

Some customers are high-value loyal repeaters; others may be making their first visit. Shouldn't you measure them differently? Cohort Analysis lets you group users together by the date of their first site visit, so you can see how their life cycle stage affects their behavior. Lifetime Value reports index users to their first site visit to show how their activity and expected revenue change over time. You'll answer questions like these:

- How many purchases will a typical customer make within 90 days of their first site visit?

- How does a typical customer's cart size change over time?

- How do customers acquired in November compare to those acquired in December? Do they spend more in their first month? Do they have a higher lifetime value?

Learn from one-on-one insights

Every customer journey is unique, but some are more valuable than others. The User Explorer functionality in Google Analytics 360 lets you find high value customers and dig into their every action on your site. Whether it's your highest-value customer or the one with the most frequent site visits, you can see and learn from their precise actions.

It's one thing to gather data, another to truly understand how a visitor experienced your site. Google Analytics 360 gives your team a fresher, deeper view of your most valuable customers — so you can learn how to make every customer more valuable.

Customer visits site and adds product to cart

Customer returns to site and reads product reviews for 3 minutes

Customer completes purchase

Customer leaves without purchasing

Based on reviews, customer changes size of item in cart

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit g.co/360suite