

Go beyond the last click

Google Analytics 360 shows you what works across channels for every step of the customer journey

"We could see that paid advertising had played a role in 57% more of Technologia's online revenues than we had thought before. That discovery was huge."

— **Simon Lamarche,**
Co-Founder, **Adviso**

[Find out more](#) about how Adviso and Technologia used Multi-Channel Funnels to understand the true path to conversion.

Your organization tries to reach potential customers through all kinds of channels. Yet in a typical last-click world, you can't see which channel really seals the conversion; all the credit goes to the last interaction. That's why cross-channel media impact is so important. Without it, businesses risk overvaluing or undervaluing their own marketing tactics. When you can't spot the channels with the highest ROI, you can't make the smartest decisions about where to put your marketing budget.

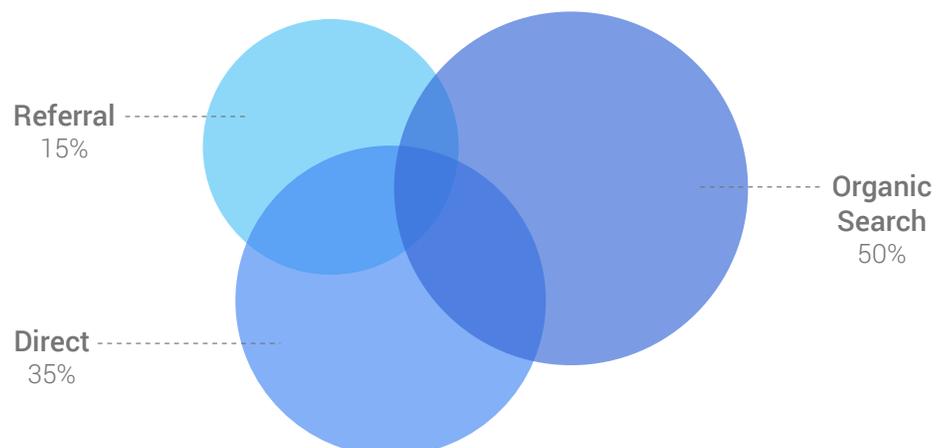
Google Analytics 360 changes all that. It lets you dig into every digital marketing touchpoint and actually shows you which combinations of channels work best to reach your marketing objectives. Simply put, you can finally understand when, why, and how users respond to your advertising.

See your cross-channel impact

Multi-Channel Funnels helps you go beyond the last click to really analyze the full sequence of advertising seen by your converting users. You can customize your research and insights across conversions, types of ads, and data sources. You'll see:

- All the ways that paid, organic, social, and display channels work together to influence a sale
- Activity tracked over 30 days, with both time lag and path lag reporting to show the distance from ad to conversion (and the best amount of ad exposures for each user)
- New remarketing opportunities, showing channels that work best together and the perfect time to deliver each ad

Channel Overlap in Converting Paths

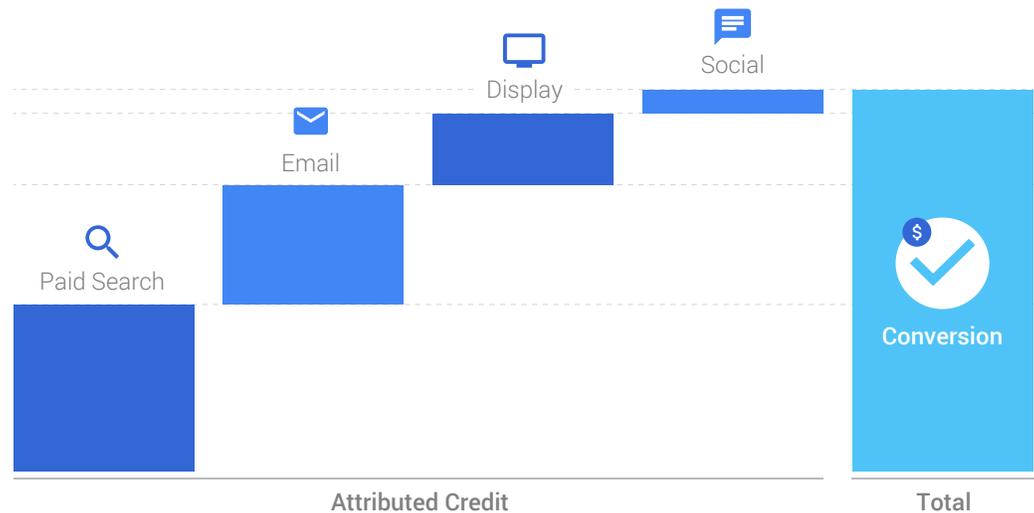


"Data Driven Attribution enabled a much cleaner and more balanced view of our marketing effectiveness. It really showed us where we were driving conversions, and where we needed to invest more."

– Will Lin, Senior Director Global eMarketing, HomeAway

See how HomeAway used [Data Driven Attribution](#) to drive 23% more conversions for select keywords.

The attribution capabilities in Analytics 360 let you measure the true value of your ads – as you use your own analytics data to create a custom attribution model that suits you best. Compare **rules-based attribution models** like last click or time decay. Explore **data-driven attribution**, assigning conversion credit to marketing touchpoints based on your own user data. Then try model explorer, which makes it clear why credit was given to each channel, and where in the path each is most effective.



Dig deeper with custom segments

Ready to go more granular with your cross-channel findings? Custom Segments and Custom Funnels in Google Analytics 360 can take you there.

- Create segments for the users in your top converting paths and apply them to other Google Analytics reports
- Go beyond just the ROI. Dig into users with cross-channel touch points and understand when, why and how they responded to all your marketing tactics.
- Flag the users that are most likely to respond to the next ad exposure – then reach them with remarketing campaigns

Whatever you want to know about your customers, however you reach them, you'll get the answers you need with Google Analytics 360.

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