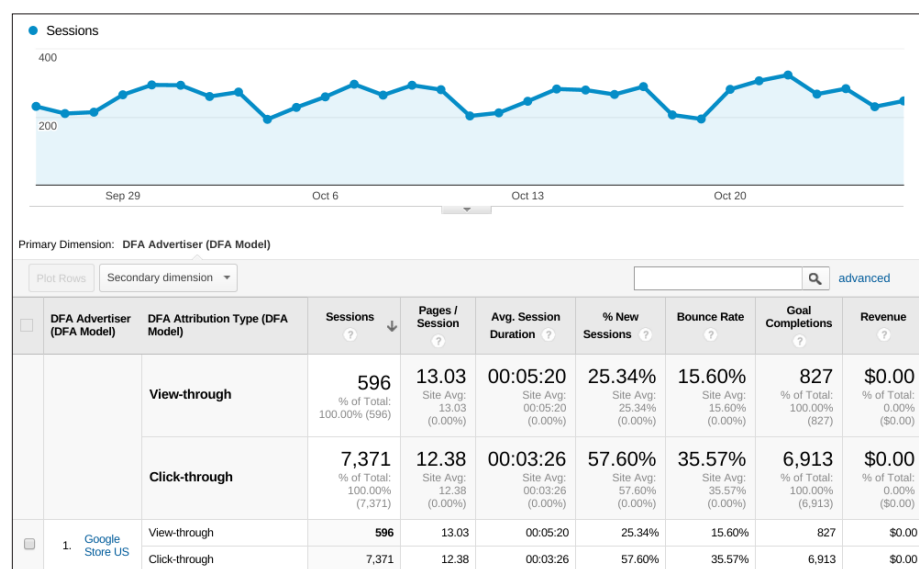# Get More From DoubleClick Digital Marketing with Google Analytics Premium

For more information visit:
google.com/analytics/premium

Get a better view of your DoubleClick performance when you pair it with Google Analytics Premium

- **See how DoubleClick Campaign Manager campaigns drive traffic** with other paid media and organic sources, in All Traffic, Multi-Channel Funnels and the Attribution Modeling Tool.

- **Discover the full impact of ad impressions** by comparing view-through site engagement with overall engagement metrics.

- **Measure results and optimize creatives** with site engagement metrics — such as time on site and bounce rate — that aren't available with DoubleClick Campaign Manager alone.

- **Celebrate all your wins** and see how your DoubleClick campaigns drive micro-conversions. Google Analytics conversion tracking allows you full flexibility to define your goals.

Primary Dimension: DFA Advertiser (DFA Model)

DFA Advertiser (DFA Model)	DFA Attribution Type (DFA Model)	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions	Revenue
	View-through	596 % of Total: 100.00% (596)	13.03 Site Avg: 13.03 (0.00%)	00:05:20 Site Avg: 00:05:20 (0.00%)	25.34% Site Avg: 25.34% (0.00%)	15.60% Site Avg: 15.60% (0.00%)	827 % of Total: 100.00% (827)	$0.00 % of Total: 0.00% ($0.00)
	Click-through	7,371 % of Total: 100.00% (7,371)	12.38 Site Avg: 12.38 (0.00%)	00:03:26 Site Avg: 00:03:26 (0.00%)	57.60% Site Avg: 57.60% (0.00%)	35.57% Site Avg: 35.57% (0.00%)	6,913 % of Total: 100.00% (6,913)	$0.00 % of Total: 0.00% ($0.00)
1. Google Store US	View-through	596	13.03	00:05:20	25.34%	15.60%	827	$0.00
	Click-through	7,371	12.38	00:03:26	57.60%	35.57%	6,913	$0.00

Above: DoubleClick Campaign Marketing campaigns report

Google Analytics Premium

BCG reports that using audience segments from Google Analytics Premium in DoubleClick Bid Manager is one of the most effective optimization tactics available. To learn more, visit goo.gl/iefbkr

Get more advanced remarketing than with Floodlight alone

Google Analytics Premium powers remarketing lists that are aligned to your objectives:

"I want to target non-buyers, who visited more than 2 pages on my site and added at least one product to the shopping cart, with a reminder to come back and purchase."

"I want to target new users who spent more than 5 minutes on the site and visited the "Women's" page before the "Sale" page with a discount on women's apparel."

"I want to target all users who've made a purchase with our store credit card and have visited at least twice in the last month for our new gold membership card."

- **Create richer audience lists** using more than 250+ attributes including: session-level metrics, sequences of conversions, and funnel-specific attributes with Google Analytics' Enhanced Ecommerce. All with *no extra tagging*!

- **Find and reach the users most likely to convert** using Smart Lists, the latest machine-learning technology from Google Analytics. It analyzes your conversion data for you; just push the list to Bid Manager to get started.

- **Create user-based audiences** using online behavior as well as your own CRM data, offline activity, and other custom user data.

Learn more at goo.gl/SZmzaY

About Google Analytics Premium

Google Analytics Premium is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful and comprehensive, large organizations can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. And with integrations across Google media properties and DoubleClick Digital Marketing, advertisers can instantly link accounts for real-time, automated marketing. For more information, visit google.com/analytics/premium