

# Know what every marketing dollar is doing for you

Measure and optimize marketing spend for online and offline channels

*"One of the benefits of datadriven attribution is the ability to quickly synthesize all the disparate data points together and understand the crosschannel interactions between all of the touchpoints that a customer consumes before they convert."*

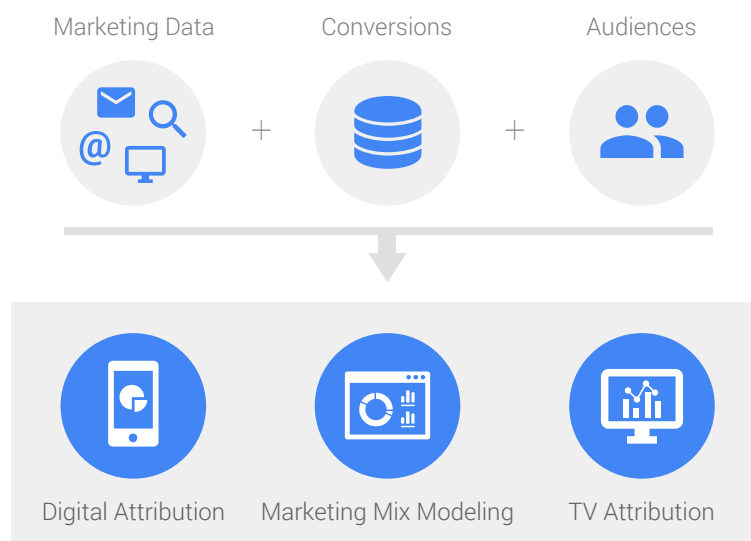
— **Joseph Morrissey, Director,  
Consumer Strategy, Hyatt  
Hotels Corporation**

## Your marketing strategy isn't single channel so why should your measurement practices be?

Looking at marketing performance one channel at a time just doesn't make sense. In a complex media landscape, the lines between marketing efforts are blurred. Traditional marketing and digital marketing overlap, with investments online delivering results offline, and vice versa. Cross-channel marketers must shift away from channel-by-channel thinking to better understand how to optimize their entire marketing strategy.

**Google Attribution 360** allows you to measure and optimize marketing spend for all channels, online and off, at once. Use it to uncover insights, make a true impact on the customer journey, and improve ROI.

Here's how Attribution 360's Digital Attribution, Marketing Mix Modeling, and TV Attribution capabilities allow you to analyze all your available data streams and create a highly accurate model of your full marketing efforts.



## Optimize your digital marketing performance

Attribution 360 Digital Attribution helps you combine and interpret siloed data sources, apply data-driven attribution modeling, and optimize your digital marketing mix all in one solution. Rather than using a limited first-touch, last-touch, or arbitrary rules based model, Digital Attribution fractionally credits each and every touchpoint on the customer journey.

**The need for cross-channel attribution**

24% of UK viewers age 16 to 24 report searching for a product online after seeing a television ad.

Source: <http://www.mycustomer.com/news/deloitte-traditional-tv-advertising-still-most-effective>

## Measure TV impact just like digital

If your business relies on TV to build awareness and demand, use Attribution 360 TV attribution to integrate digital and broadcast data and understand your cross-channel performance. Down-to-the minute TV ad airings data is analyzed alongside digital site and search data to reveal traffic spikes attributable to specific broadcast ad placements. Our advanced machine-learning models sort through the digital noise, even when spots air simultaneously, to compute incremental impact at the most granular level.

## More complete measurement

Attribution 360 Marketing Mix Modeling completes the picture by adding a top-down, aggregated view of performance across all channels, including media such as radio, television, print, out-of-home, and digital. You'll also get insights into how external factors such as economic conditions, seasonality, and competitive actions impact your marketing efforts. The result is a clear view of effects of marketing on key business outcomes.

## Better together

Integrations with DoubleClick and other Google products help ensure that your data is complete and actionable.

- Our bid management integration lets you send Attribution 360 data to your DSPs and RTBs to more to optimize automated bidding.
- The DoubleClick Campaign Manager integration makes it easy to use Campaign Manager data, such as view-thru impressions, in your Attribution 360 account.
- Our offline conversion connector shows which in-store sales can be attributed to digital marketing and helps you measure the value of online channels like display, search, email, and social.

Learn more about Attribution 360 at [g.co/attribution360](https://g.co/attribution360).

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### 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](https://g.co/360suite)