Use customer insights to deliver on marketing strategy

See the customer behavior trends that are driving your business

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"Over 75% of CLA250 customers are new to Mercedes-Benz. With Google Analytics 360, we understood this new buyer and their behaviors almost instantly."

— Eric Jillard,
General Manager, Marketing
Services, Mercedes-Benz

Do you *really* know your customers?

Google Analytics 360 helps you find out. It turns data into insights about people and how they behave—whether they're online, offline or mobile.

Customer analytics you can use

Your customers use multiple devices and follow many paths to purchase. Turning that data into insight and using it to drive results is a real challenge.

Analytics 360 was created to address this challenge. It's built to help you:

- Consolidate data about customer behavior into a single, easy-to-use interface.
- Perform meaningful analysis, and segmentation to gain customer insight.
- Seamlessly deploy those insights to drive marketing effectiveness.

Creating a complete picture

Begin by centralizing your data. Analytics 360 pulls in data across:

Online Sources   Offline Sources   Google Sources

Data from your site, app, internet-connected devices, and even offline sources will be connected in one place. If you're using Google and DoubleClick advertising products, seamless, out-of-the-box integrations mean you can pull in that information to create a single, complete data source across all customer touchpoints.

Gaining new insight

With all the data in one place, you can immediately get a clear view of your customer. Easy to use yet powerful reporting and analysis capabilities help you understand customer behavior across demographics, devices, channels, and much more.

- **Study your business.** How did customers arrive on my site? Did they buy anything? If not, how close did they come? Which channels drove direct or assisted conversions? Which products are often bought together?
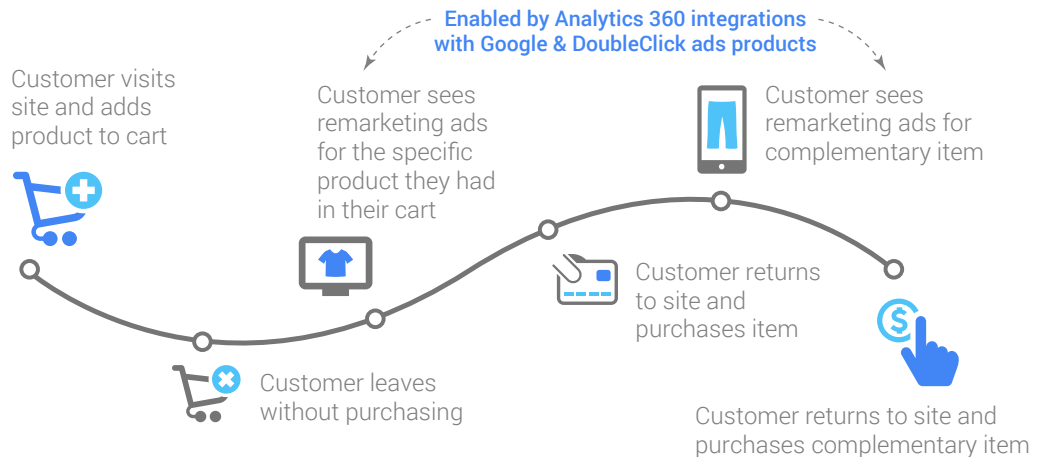
> *"Our remarketing campaign with Analytics 360 and DoubleClick Bid Manager drove two times the anticipated revenue and resulted in a 2,200% return on advertising spend."*
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> **— Khoi Truong, Director of Analytics and Media at L'Oréal Canada**

- **Evaluate your advertising.** Connect your Adwords and/or DoubleClick accounts to easily compare return on ad spend across channels and learn how customers who saw or clicked on your ad behaved: Did they stay long? Which products did they view?

- **Create new understanding.** It's easy to export data in Analytics 360 externally or to other Google products like BigQuery for detailed analysis and modeling. Or, use information in Analytics 360 to test and deploy personalized customer experiences with Optimize 360.

Earning more from your marketing

Native integration with Google and DoubleClick search and display advertising products enables a new level of advertising effectiveness. The powerful customer behavior information in Analytics 360 means it's simple to create a customer segment and remarket to those customers using AdWords or DoubleClick products. For example, you can remarket a product to customers who abandoned that product in their cart. Or offer a complementary item to a customer who just made a purchase.

Enabled by Analytics 360 integrations with Google & DoubleClick ads products

Customer visits site and adds product to cart

Customer sees remarketing ads for the specific product they had in their cart

Customer sees remarketing ads for complementary item

Customer leaves without purchasing

Customer returns to site and purchases item

Customer returns to site and purchases complementary item

Analytics 360 has everything you expect from your enterprise analytics solution: dedicated support and account management combined with secure, complete data that's always accurate. Built on this base, Analytics 360 is the enterprise solution for developing unified customer data, a deep understanding of customer behavior, and the power to act on that understanding to improve marketing results.

Learn more about Analytics 360 at g.co/analytics360.

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