Know what every marketing dollar is doing for you

Measure and optimize marketing spend across devices and channels

> *"Data-driven attribution has enabled us to increase display budgets signi - cantly year-on-year while maintaining a great return on investment. Senior management have truly seen the performance display can deliver alongside paid search."*
>
> **— Ian Cantlay,**
> **Performance Marketing**
> **Manager, Confused.com**

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

With today's complex customer journey, your business might have a dozen interactions with a single person - across display, video, search, social, and on your site or app. These moments also take place on multiple devices, making them even harder to measure. Cross-channel marketers must shift away from channel-by-channel thinking to better understand how to optimize their entire marketing strategy.

Unfortunately, many attribution solutions are hard to set up, lose track of the customer journey when people move between devices, and make it difficult to take action.

As a result, many marketers are stuck using last-click attribution. With Google Attribution, we'll help you understand how your marketing efforts work together and deliver the insights you need to make them work better.
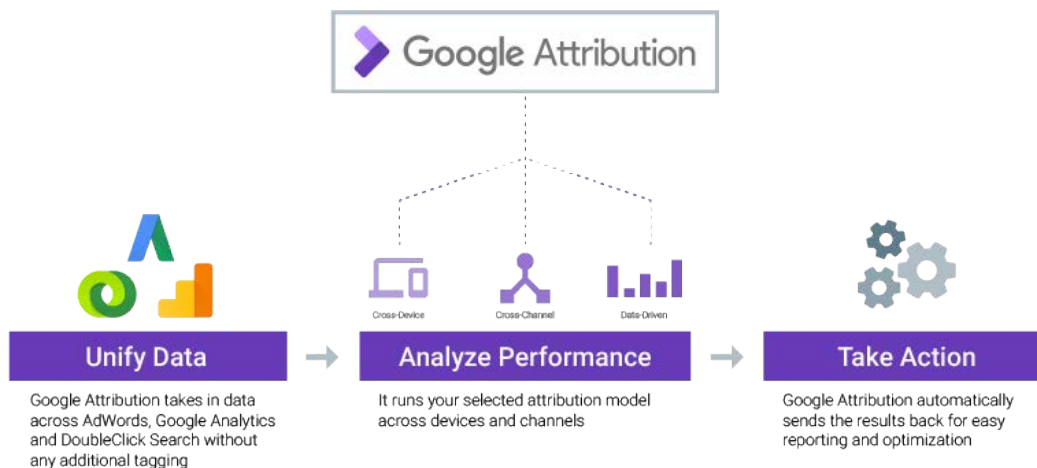
Solving the attribution challenge

Google Attribution is designed to be:

- **Easy to setup and use:** Integrations make it easy to access the marketing data you need from tools like AdWords and Google Analytics. It's also simple to compare attribution models, including data-driven attribution, and pick the smartest model for your business.

The need for cross-device attribution

30% of people in the United States use 5 or more devices

Source: consumerbarometer.com Q1 2016

- **Cross-device:** Attribution uses Google's device graph to measure the cross-device customer journey and deliver insights into cross-device behavior, all while protecting individual user privacy.

- **Cross-channel:** Attribution brings together all available data so you can get a more comprehensive view of your performance.

- **Easy to take action:** Insights are only valuable if you can use them to improve your marketing. Integrations with tools like AdWords and DoubleClick make it easy to update your bids or move budget between channels based on new, more accurate performance data.

A solution for businesses of all sizes

Google Attribution is designed for most marketers and is available for free. Attribution 360, our paid version, is designed for enterprise marketers with large budgets spread across many channels and platforms. Attribution 360 is highly customizable and has features to help you organize your marketing performance data, like defining channels and conversion types. This means you get a view of your marketing performance that matches up with how you view your business.

Measure TV impact just like digital

Attribution 360 also includes TV Attribution to help you understand how your TV ads drive digital 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.

Learn more about Attribution at g.co/attribution.

About Google Attribution

Google Attribution helps you measure the impact of your marketing across multiple channels and across multiple devices. Integrations with Google tools make Attribution easy to setup and make it easy to take action to improve your marketing.

For more information, visit g.co/attribution