Analytics 360
Connecting insights across the customer journey
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As consumers, we've all become a little bit research-obsessed. For example: Over the past two years, mobile searches for “best multivitamin” and “best eye cream” have risen by more than 85%. People want the answers they're looking for — immediately. We've seen searches on mobile for “best breakfast near me” grow by over 220%.

The marketers who meet these expectations and deliver relevant information and the best experience at the right time will find themselves ahead of the pack.

With this in mind, it’s no wonder that marketers across the globe say that improved understanding of customers is a top priority for achieving their marketing goals in the next three years, according to research from Bain & Company in partnership with Google.

While it can be a challenge to understand customer behavior across different devices and multiple channels, marketers today have access to new integrated solutions that help them better understand these often fragmented customer journeys.

Leading marketers are bringing their ads and analytics insights together, using one platform to get a more complete view of marketing performance. In fact, a study from Econsultancy showed that leading marketers are 1.5X times more likely than the mainstream to say they have a clear view of customers’ journeys across channels and devices. This deeper understanding helps them meet their goal to consistently reach the right customers with a relevant message.

Throughout this guide, we'll draw on research conducted both internally at Google and with our partners to give you a clear idea of how successful teams are transforming their understanding of the customer journey using Analytics 360, part of Google Marketing Platform.

Jonathan Meltzer
Director, Ads Marketing, Platforms

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“How do customers engage with my brand at each step along their journey?” This is the question on every marketer’s mind – and answering it is the first step towards delivering improved customer experiences and better marketing results. An integrated technology solution across ads and analytics helps marketers connect the pieces across the entire customer journey and gain a full view of the customer experience. By looking at campaign performance and analytics together, you can uncover insights to help pinpoint whether your ad creative and site design are working.
With these insights at hand, teams have the ability to adjust ads and site experiences to meet customers at key moments of interest and action. These relevant, timely experiences help form a deeper relationship between the brand and the customer — and put that brand on the path to better business results.

However, when teams use disparate tools to manage their marketing, it can be difficult to gain a clear, complete view of customer engagement. The media team might be unaware of poor performing landing pages impacting their media campaigns, while the analytics team might not be able to attribute conversions to specific digital campaigns.

Rituals Cosmetics, a global cosmetics company operating in 27 countries, recently brought management of their marketing technology in-house. With their marketing data side-by-side with their analytics data, they not only gained more visibility and control into investments and budgets, but also the customer journey.

“When we began managing our ad technology and analytics in-house, we saw a relation between what we do in countries in terms of awareness and how that impacts performance-based channels like email and paid search. This seems very obvious—but you can only see that when you have data to prove it.”

—Martijn van der Zee, digital director, Rituals Cosmetics
What leading marketers are doing

Managing marketing touchpoints across the customer journey in a single platform is helpful. But leading marketers are doing more than that. They are building their marketing strategy around the customer, integrating their data, and adopting technology to help teams collaborate.

Put the customer at the center

Across our research, one thing became clear: Leading marketers are putting customers at the heart of their strategy. They are gaining valuable insights about their customers and are then using those insights to deliver timely, relevant customer experiences.

This is exactly what interactive entertainment company Electronic Arts Inc. (EA) is doing. They have organized their teams around the customer. At EA, marketing, analytics, and publishing teams all start from a single source of truth: customer insights. This allows them to respond to the changing needs of their customers in real time.
Integrate ads and analytics data

Integrating ads and analytics data in one platform gives marketers the unique opportunity to establish a deeper, more meaningful relationship with every customer across each touchpoint. In our research with Econsultancy, we found that marketing leaders are 1.5X more likely to employ an integrated marketing and advertising technology stack that uses audience-level data to personalize and optimize the customer experience.5

With an integrated technology stack, online travel company BookIt was able to better connect with potential customers. BookIt dug into its analytics data and segmented visitors by specific vacation destinations and then tailored its ad creative to match the vacations visitors were looking for. This integrated strategy led to a 20% increase in revenue on its site.

Use technology to help teams collaborate

Leading marketers are not just integrating their data, but also adopting the same connected technology across the company to help teams work more effectively together and unlock valuable customer insights. Using an integrated technology solution across a marketing organization also drives time savings.

The professional baseball organization, Major League Baseball, has seen a significant reduction in time spent pulling and sharing reports since adopting a single platform.

Result
They’ve cut down reporting time by about two to three weeks per month, allowing them to invest more time into campaign optimization.

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5 Google/Econsultancy, “The Customer Experience Is Written in Data,” U.S., n=677 marketing and measurement executives at companies with over $250M in revenues, primarily in North America; n=199 leading marketers who reported marketing significantly exceeded top business goal in 2016; n=478 mainstream marketers (remainder of sample); May 2017.
Integrating ads and analytics data improves results

When your ads and analytics data is integrated in one single platform, everyone at the company can start working together to drive better business results. With one platform, teams can use the same customer insights to optimize their marketing, delivering more relevant messages and driving better return on ad spend.

› **Relevant advertising**: Integrating your ads and analytics data in one platform allows you to use all your customer insights to create detailed audiences that you can later reach in your marketing campaigns. For example, create an audience of users who clicked on an ad and then added items to their shopping cart from a specific product category. You can then devote a campaign to reach this specific audience and deliver customized creative to match.

› **Improved ROI**: With your ads and analytics data side-by-side you see a clearer picture of the customer journey from ad to conversion. For example you may uncover creatives with high click-through-rates driving to landing pages with high bounce rates. You could then make improvements to those landing pages and increase conversions. By understanding how each your marketing activities is driving value to your business, you can make better optimization decisions and shift budgets to campaigns that deliver growth.
How Analytics 360 drives better marketing performance

Analytics 360 natively integrates with Google’s advertising products: Display & Video 360, Search Ads 360, and Google Ads. These integrations enable marketers to seamlessly connect their ads and analytics data together. And with built-in intelligence capabilities, customer journey analysis, and advanced attribution modeling all in Analytics 360, your teams will gain deeper insights to drive better marketing results.

Native integration with Display & Video 360

Once you link your Analytics 360 and Display & Video 360 accounts, you immediately unlock two key benefits. First, you’re able to create audiences based on over 250 site engagement metrics in Analytics 360 and then share those audiences to Display & Video 360. With so many engagement metrics at your fingertips, you’re able to create very detailed audiences that enable personalized creatives and site experiences.

Additional ways you can use your Analytics 360 audiences

- **Google Ads**: Serve tailored ads in search, app, and video campaigns.
- **Search Ads 360**: Easily scale your enterprise search marketing.
- **Optimize 360**: Create custom site experiences.
- **Surveys 360**: Run surveys to better understand your customers.
UNICEF USA is a non-profit that facilitates fundraising, advocacy, and education to support the wellbeing of children in the United States, and they used Analytics 360 audiences to increase their donor network. UNICEF USA created specific audiences in Analytics 360 based on the different site content that individuals were engaging with and then shared these audiences to Display & Video 360 to re-engage those donors with tailored ads that referenced the specific content (e.g. advocacy issues) they were interested in.

**Result**
This approach led to a 10% year-over-year growth in donor acquisition and a 40% increase in website conversion rate from these campaigns.

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Second, you can see customer insights from Analytics 360 alongside campaign metrics from Display & Video 360, so you can learn how people who click on your ads engage with your site once they’re there. This insight can help you strengthen your Display & Video 360 campaigns. For example, see which pages have high bounce rates, which promotions tend to drive repeat purchases, or how much customers have spent on your site. You can then use these customer insights to create more detailed audiences and share them to Display & Video 360 for future campaigns.

Analytics 360 enables you to take a wider view of your marketing performance. In addition to connecting your Display & Video 360 data, you can also connect data from other marketing channels like social, email, and referral. With these insights you can better understand how customers are engaging across all your channels.
Native integration with Search Ads 360

Similar to the integration between Analytics 360 and Display & Video 360, the integration between Analytics 360 and Search Ads 360 enables audience sharing and brings your reporting from each solution side-by-side.

Using Search Ads 360 together with Analytics 360, you can go one step further to improve the performance of your campaigns. You can create automated bid strategies in Search Ads 360 based on Analytics 360 goals and metrics. For example, instruct your campaign to lower your search bid for a particular keyword if the bounce rate for the landing page exceeds 10% for more than 7 days. For example, you may find that customers place higher value items in their shopping carts during certain hours of the day, and then using this insight you can optimize your bids to drive more customers to your site during those hours.

Once its Search Ads 360 and Analytics 360 accounts were connected, luxury retailer Reebonz discovered an interesting customer insight. When analyzing the path the purchase for its customers, Reebonz learned that when the journey included at least one engagement on a mobile device, conversions increased by nearly 3X. Reebonz then optimized their bidding strategy to ensure they were reaching its customers on mobile.
Intelligent audience capabilities

Leading marketers are turning to machine learning to anticipate what a customer might be looking for next. In a research partnership with Econsultancy, we found that 60% of leading marketers are increasing investment in machine learning so that they can better predict customer needs. Even in the absence of a specialist machine learning team at your company, you can incorporate machine learning into your advertising strategy—with help from Analytics 360.

With your Analytics 360 account linked to Display & Video 360 and Search Ads 360, you gain access to machine learning capabilities that can further improve the performance of your marketing performance.

By applying machine learning to your conversion data, Analytics 360 can automatically create and manage an audience list of users who are most likely to convert on your site in the future. You can share this Smart List to your Display & Video 360 and Search Ads 360 account so that you can advertise to these high-value users with more relevant messaging.

"With Conversion Probability in Analytics 360, we're able to utilize machine learning to dramatically improve our clients’ audience segmentation strategy. In just a few clicks, we've helped them move away from manually creating funnel-based audience rules to automatically reaching people who are most likely to convert in their marketing campaigns."

– Hugo Loriot, managing director, 55 US

Machine learning features in Analytics 360

- Create intelligent audience lists: Dynamically manage your audience list so that you can focus your campaigns on customers who are closest to conversion.
- Customize your message: Segment audiences based on their probability of purchase to create messaging that is customized for different audiences.
- Smart Insights: Automatically surface important insights so you can take immediate action.

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6 Econsultancy/Google, "An Audience of Individuals,” 2017, n=514, marketing and measurement executives at North American companies with over $250M in revenues; n=133 leading marketers who reported marketing significantly exceeded top business goals in 2016, n=381 mainstream marketers (remainder of the sample).
The car rental company, Hertz, used machine learning capabilities in Analytics 360 to automatically create an audience list of individuals most likely to convert and then activated this audience in its search campaigns.

**Results**
These campaigns achieved a cost-per-acquisition that was less than 10% of Hertz’ other search campaigns.

**10%**
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Analytics 360 also offers another way for you to incorporate machine learning into your audience strategy. Analytics 360 will segment your site visitors based on their probability of converting, so you can create audience lists from this data and reach them through Display & Video 360 or Search Ads 360. For example, instead of creating an audience of users who have placed an item in their shopping cart, create an audience of users who are more than 90% likely to make a purchase on your site, and then reach those users in your marketing campaigns.
Customer journey analysis

While Analytics 360 offers hundreds of pre-built reports to help marketers uncover insights about their marketing performance, we know each business is unique and has their own set of needs. In order to surface hard-to-find insights about campaign performance, marketers can use Advanced Analysis in Analytics 360.

With your Display & Video 360 and Search Ads 360 accounts linked to Analytics 360, you can use Advanced Analysis to quickly create visualizations or compare different segments of your audience based on your campaign metrics. For example, you might explore which types and sizes of ad creatives lead to acquiring new customers with high lifetime value. These capabilities help improve your understanding of how people interact with your site so you can deliver better experiences and reach your business goals.

Advanced Attribution Modeling

With Analytics 360’s attribution capabilities, you can gain a more complete picture of how each campaign is performing and where inefficiencies might be holding it back. Did a customer hear about your brand on a blog, then search for it through Google?

Multi-Channel Funnel reports can help you answer this question by providing you with valuable information about how each marketing touchpoint contributes to conversions. Data-Driven Attribution assigns conversion credit to different marketing touchpoints throughout the entire customer journey, helping you better understand what’s driving sales on your site.

Advanced Analysis techniques

› **Visualize your audience**: Simply drag and drop different audience segments or metrics and instantly create visualizations based on your campaign metrics.

› **See the customer journey through the purchase process**: Lay out the different actions customers take on your site and identify places where purchase flow can be improved.

› **Gain a deeper understanding of how customers interact with your site**: See how your different audience segments in Analytics 360 overlap with one another.
“Now I sit down with my team and view outputs from the data-driven attribution model. We line that up with media spend and see what’s working. We might take dollars out of a mid-funnel partner who isn’t performing well and move those dollars to a better performing partner in order to get closer to the optimal investment mix.”

–Charlie Florio, director of digital marketing, Sprint

You can also better measure the ROI of your Display & Video 360 and Search Ads 360 campaigns with Analytics 360. With Multi-Channel Funnels, you can see exactly how your ads drove or assisted conversions on your site. And, you can compare your campaign performance using Data-Driven Attribution to other attribution models with the Model Comparison Tool. You can also use the insights you have in Analytics 360 to build a custom model suited to your business’s specific needs.

Analytics 360 can also help you conduct your own attribution analysis. Using data from its Analytics 360 account, Sprint generated a custom attribution model and then shifted investment to partners with the strongest eCPAs and away from partners who had poor eCPAs in order to maximize digital sales from each media dollar invested.

Result
This strategy has changed the game for Sprint and generated 39% more web conversions YoY from the same media investment.

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Read more about the Sprint story
It’s time to transform

Consumers expect a lot when they interact with your brand. While the pressure for you to deliver has never been greater, today’s marketing and analytics technology gives you the opportunity to transform your business and make stronger connections with your customers every step of the way.

Analytics 360 has the capabilities you need to understand the entire customer journey, so you can make the experiences you deliver more engaging and relevant than ever.

Learn more about Analytics 360 here:

Articles and guides

- Analytics 360 Product Overview
- Connect Analytics 360 and Display & Video 360: Deeper insights into your marketing
- Strengthen your campaigns with Analytics 360 audiences
- Understand how users respond to your advertising
- Advanced Analysis for Analytics 360
- Display & Video 360: The benefits of end-to-end campaign management
- Econsultancy report: The customer experience is written in data

About Google Marketing Platform
Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you’re in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers.

Find out more