

Advanced Analysis for Analytics 360

Fast, flexible, and intuitive analysis

With Analytics 360, enterprises use data-driven insights to better understand their customers so they can reach their business goals. To get to these powerful insights, marketers often want to slice and dice their digital information in new ways, and analyze across a variety of metrics and dimensions.

This kind of deep analysis can be challenging and costly — with more time spent organizing information and less time analyzing it. With huge volumes of data coming in from different customer touchpoints, it can be difficult to synthesize and make sense of it all.

With Advanced Analysis in Analytics 360, enterprise marketers have a fast, flexible, and intuitive way to build a more complete picture of their customers' experience. With more detailed analysis and deeper reporting capabilities, Advanced Analysis helps uncover key insights that you can act on to drive business goals.

Three techniques to get more detailed analysis — for more valuable insights

Advanced Analysis offers comprehensive audience discovery and comparison, right within Analytics 360. You can use the power of granular segmentation and multiple variables to determine who your main customer segments are, gaining new, valuable business intelligence.

Some questions you may be looking to your data to help you answer could be: How do users who don't check out differ from those that complete a purchase? Does the device or browser that people use impact their behavior? Are they new or returning customers? Are they located in the United States or elsewhere?

Advanced Analysis can get you those answers quickly and nimbly, with three new techniques: Exploration, Segment Overlap, and Funnel Analysis.

Advanced Analysis allows you to better understand user behavior through custom audience segmentation. Learn how Exploration, Segment Overlap, and Funnel Analysis offer valuable insights.

Exploration

Perform deep analyses in just a few clicks. Easily drag and drop multiple variables including dimensions, segments, and metrics onto a canvas to visualize your datasets in a single view. Multiple tabs allow you to keep separate queries open while conveniently comparing insights across them.

Segment Overlap

See where different audience segments intersect to reveal where there is overlap. For example, you can see how many first-time visitors purchased something and later returned to your site. This is especially helpful when trying to understand user behavior that leads to conversions, or measuring specific marketing efforts.

Funnel Analysis

Compare how different audience segments move through your site, and use those insights to optimize the customer journey and drive more conversions. With the existing Custom Funnels capability in Analytics 360 you can add up to five steps in your funnel. Now with Advanced Analysis, you can add up to ten — applying multiple segments and dimensions as you go.

Act on informative insights

Advanced Analysis is a quick and easy way to get actionable insights that can help you deliver better, more relevant customer experiences. Once you've gotten insights from the data, build custom audiences and within a few clicks share them with Optimize 360 to experiment with changes to your site. Or, remarket to a custom audience you've identified in your analysis within Display & Video 360 to re-engage leads at any stage of the funnel, and convert them into recurring customers.

Advanced Analysis helps you use data to get the answers you need to make critical business decisions — keeping your customers satisfied and your business thriving.

Learn more at g.co/marketingplatform