.ıl **Analytics**

Strengthen your campaigns with Analytics 360 audiences

Reaching the right audience

Understanding and reaching the right customers at the right moments is the top priority for marketers. And with more devices, more interactions and more time online, the customer experience is complex and wide-ranging. This makes it difficult for marketers to identify the right experience each time a customer engages with their brand.

Google Marketing Platform was built to help marketers better understand how customers engage with their sites and apps and then re-engage with them across all marketing touch points. With Analytics 360, you have access to a powerful set of audience capabilities, enabling you to create tailored audiences based on a detailed view of your customers' paths to purchase.

Analytics 360 works hand in hand with Display & Video 360 so that you can quickly put your audience insights to work in your marketing campaigns. With more audience features at your fingertips, you'll be able to create smarter campaigns in Display & Video 360, using specific messaging that will resonate with your customers — and drive sales.

The power of Analytics 360 audiences

Analytics 360 provides crucial insights that show you which marketing channels customers use to get to your site. In addition to seeing which ad a user clicked before getting to your site, Analytics 360 allows you to see which of your users come to your site through digital channels such as Paid Search, Display, Direct, Email, or Organic Search. You can also determine which marketing channels reach quality customers, include those who visit many different pages during their session or complete a transaction.

With Analytics 360 you can learn how customers engage with your site once they're there. You can learn which pages users tend to land on, which pages have high bounce rates, which promotions tend to drive repeat purchases, and how much customers have spent on your site.

Analytics 360 also has cross-device capabilities to give you accurate insights about how your audience engages with your site across multiple devices. For instance, you might want to offer a promotion to customers who have spent $500 on your site using any of their devices. If a customer spends $300 on their phone and $300 on their desktop, they're just as valuable as a customer who spends $600 on a single device. Analytics 360 understands that these customers belong in the same audience even though they took different paths to purchase.

UNICEF USA shared their Analytics 360 audiences to their campaigns in Display & Video 360. This approach paid off, with a 10% year over year growth in donor acquisition and a 40% increase in website conversion rate from these campaigns.
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Once you've set up your site with Analytics 360, all of this information is instantly and automatically available for you to create audiences and activate them in Display & Video 360. There's no need to manually tag the pages that you're interested in learning about.

Additional ways you can use your Analytics 360 audiences:

Google Ads
Serve tailored ads in a Google Ads campaign.

Google Optimize 360
Create custom site experiences.

Google Surveys 360
Run surveys to better understand your customers.

Discover high-value users

Analytics 360 can strengthen your audience strategy by applying machine learning to your conversion data with Smart Lists. Smart Lists use dozens of signals like location, device, browser, and page duration to identify which customers on your site are most likely to convert on their next session. Analytics 360 then dynamically manages the new audience to focus on these high value customers.

But maybe you want to know more complex information, such as the likelihood that a certain segment of your audience will convert. In that case, you can use Conversion Probability, which uses machine learning to predict each visitor's probability of converting in the future. From there, you have the flexibility to create audiences based on actual probability percentages, and then communicate the most relevant message for each stage of the customer's journey. For example, you may want to engage differently with customers who are 50% or more likely to convert than those who are 20% or less likely.

Analytics 360 makes it easier for you to measure and understand your Analytics 360 audiences with the Audiences report. Once you publish an audience to this report, you can see important acquisition, engagement, and conversion metrics for that audience. For instance, you might decide to publish an audience to this report so that you can see site behavior metrics for users who have purchased within the last 12 months but not during the last 2.

More options for segmentation:

Members vs. non-members: people who have or do not have an account on the site

Age and gender: people within a certain age range and/or of a specific gender.

Day of the week: people who have visited the site on a specific day

Purchasers: people who have bought an item within a specific period of time

Bought specific items: people who have purchased a particular item

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Bringing it all together

Once you have gained detailed insights about your audience in Analytics 360, you can tailor the creative components of your Display & Video 360 campaigns so that they resonate with your audience.

When your accounts are linked, you can share your Analytics 360 audiences to your Display & Video 360 account. You can then create new audiences or edit an existing audience so that it can be used in Display & Video 360. For instance, maybe you've created an Analytics 360 audience consisting of customers who have abandoned their shopping cart before completing a purchase. You can then go into Display & Video 360 and include the item they have placed in their basket in the creative elements of the campaign, along with a retail offer related to that item that encourages a completed purchase.

These features work together to help you understand the diverse customer journeys happening across your site. While Google Marketing Platform offers a range of tools with audience capabilities, Analytics 360 audiences are specifically designed to give you the most detailed view of customer engagement with your business.

Learn more at g.co/analytics

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. Learn more at g.co/marketingplatform.

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