Analytics 360 and BigQuery: The power of connection

Drive better business decisions

The landscape of analysis has changed rapidly in the past few years. Organizations and developers are now working with larger sets of information from more sources. They examine huge volumes of unsampled data, using business intelligence tools to mine for strategic insights. This means that direct access to granular information is increasingly important.
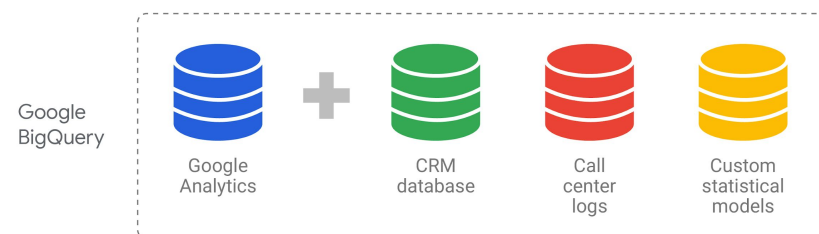
Analytics 360 helps organizations, data scientists, and developers gain new insights and make better business decisions. You can now analyze data quickly, without massive costs. With BigQuery, the Google Cloud service that lets developers and businesses conduct interactive analyses, this process can be even faster and more cost effective.

Interactive analysis and information ownership

The BigQuery integration allows you to access your session and hit data from Analytics 360 within BigQuery so you can do more granular and complex querying of unsampled information. Perform interactive analysis of all your data, then easily export the information. Plus, BigQuery is scalable and easy to use, letting developers and businesses tap into powerful analytics on demand.

The benefits of BigQuery

Using BigQuery, developers and data scientists can make the most of Google's computing power to get business insights from large datasets in a matter of seconds. Analyze large amounts of data in the cloud, taking advantage of Google's safe and cost effective infrastructure. Storage is unlimited since you only pay for what you use. Sharing and collaborating is quick and secure with Access Control Lists, and your digital information is protected with multiple layers of security.

Analytics 360 and BigQuery from Google Cloud give you a deeper understanding of your digital information.

Google BigQuery

| Google Analytics | + | CRM database | Call center logs | Custom statistical models |

BigQuery lets you see your Analytics 360 data alongside other first-party data, helping you conduct effective analyses.

Ways to use Analytics 360 and BigQuery together

Having Analytics 360 session and hit data available in BigQuery opens up possibilities for expanded marketing insights. These include:

Join with information from other sources. You may want to analyze your site's performance based on data from outside Analytics. For example, use an external database of metadata about your articles to compare bounce rates and conversion rates by author and topic.

Understand complex queries. Combine Analytics 360 data with point-of-sale data housed in BigQuery to gain a more nuanced view your checkout process. For example, you can drill down into how voucher codes impact your sales funnel. Find out how many customers researched voucher codes on external sites during the checkout process, and how many customers originally discovered your brand through a voucher code site.

Integrate with Data Warehouses. Automatically join activity on your site tracked in Analytics to other databases, such as CRM systems tracked in BigQuery. For example, set up an analysis that registers the top five products that your logged-in customers viewed but didn't buy, and add that information to their records in your CRM database to customize your outreach later on.

By integrating Analytics 360 and BigQuery, you can save time and do more with your data — and unlock valuable insights that help you reach your business goals.

BigQuery from Google Cloud provides you with an interactive analysis of all your datasets. Analytics 360 works with BigQuery to integrate your site data with other first-party data for more complex and comprehensive analyses.

Learn more at g.co/marketingplatform

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