

# Connect online and offline insights

## The whole view for your team

Marketers have more opportunities to understand the customer journey than ever before. But too much information can lead to overload. And with consumers interacting with brands both online and offline, it gets harder to see how every piece fits together.

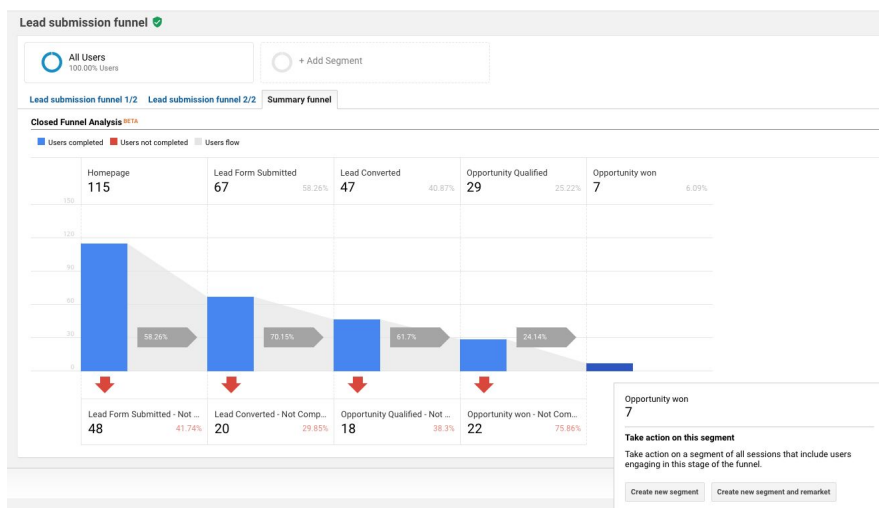
Analytics 360 is built to connect the dots. It lets you link your online and offline information so that you can see not only the online impact of your digital marketing but also how it's impacting offline behavior. By using these online and offline insights, marketers can make smarter decisions that lead to better performing business results.

## Integrate your information

Measurement Protocol gives you a way to connect any user event or transaction source directly to Google Analytics. That includes point-of-sale systems, loyalty programs, call center logs, and even internet-connected devices. With the Measurement Protocol API, you can see events and transactions as soon as they occur.

In addition, the integration with BigQuery, Google Cloud's enterprise data warehouse, helps you merge the information in Analytics 360 with your own proprietary sources. Add custom segmentation results for digital customers, bringing Analytics 360 information into BigQuery. Then analyze it against any confidential information you may have. The integration works both ways — you can build statistical models in BigQuery and migrate the results to your Analytics 360 reports.

**Use Analytics 360 integrations with BigQuery or Salesforce to collect valuable insights about user engagement from a variety of sources and devices — all in one place. Use them to make smarter marketing decisions and improve customers' experience.**



Example of a complete customer journey funnel in Google Analytics 360. Website data (pageviews and leads submitted) is joined with pipeline data from Salesforce Sales Cloud (lead and opportunity stages).

## Include your favorite third-party data sources

A full-stack marketing ecosystem is created from many elements. With Analytics 360, you can connect users' on-site behavior to CRM and third-party information sources, then analyze it using popular business intelligence tools like Google Data Studio, R and Tableau.

Suppose you're a residential solar panel company that wants to grow your customer base. Create an audience in Analytics 360 from qualified leads from Salesforce Sales Cloud. Then use Google Ads or Display & Video 360 to reach people with similar characteristics. Or, create a goal in Analytics 360 from closed leads in Sales Cloud. Then automatically send that goal to Google Ads or Search Ads 360 to optimize your bidding strategy to re-engage them.

Learn more at [g.co/marketingplatform](https://g.co/marketingplatform)

**“We decided to start sending our offline purchases to our Analytics 360 account to connect these purchases to existing journeys. This illuminated which online research pathways finally led to a sale, whether online or offline.”**

– Adrien Eudes, Head of Data, Sephora SEA

### 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](https://g.co/marketingplatform).

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