Analytics 360

Go beyond the last click with Data-Driven Attribution

Understand how users respond to your advertising

Organizations are looking for ways to reach potential customers through many channels. Yet in a typical last-click world, you can't see which channels actually lead to conversions. Right or wrong, the credit often just goes to the last interaction.

That's why multi-channel media impact is so important. If you can't see the full picture and understand which channels have the highest return on investment (ROI), you can't make the best decisions about where to put your marketing budget.

Analytics 360 helps you understand every digital marketing touchpoint, and it can show you which combinations of channels work best. That way you can reach your marketing objectives and get the most out of your marketing budget, knowing the impact of your efforts.

See your impact on every channel

Data-Driven Attribution in Analytics 360 generates a custom model for assigning conversion credit to marketing touchpoints throughout the customer journey. Unlike standard position-based or rules-based attribution models, Data-Driven Attribution uses valuable digital information from your Analytics 360 account.

Analytics 360 helps you understand the effectiveness of your marketing across different channels, so you can make the smartest decisions for your marketing budget.
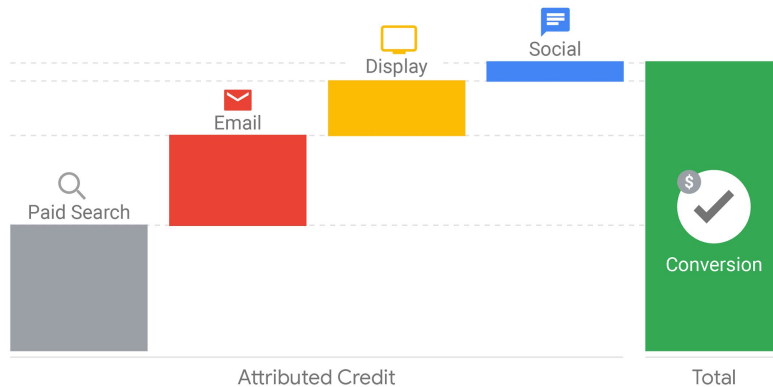
Channel Overlap in Converting Paths

Referral
15%

Organic
Search
50%

Direct
35%
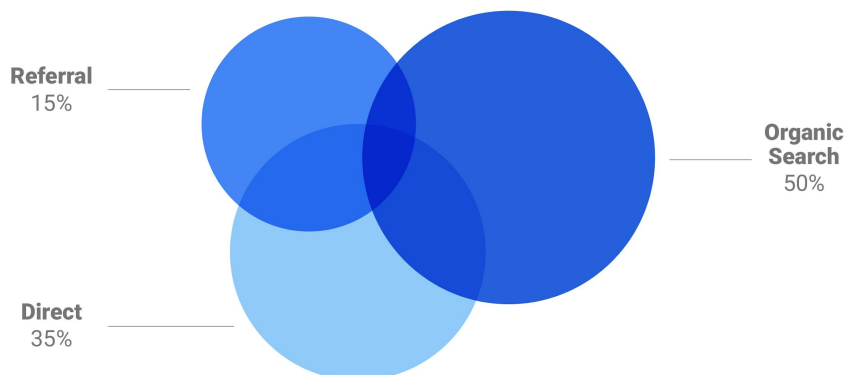
The result is a more complete and actionable view of which digital channels and keywords are performing best, helping you make better decisions about where to invest your marketing resources.

You can customize and apply your insights to all ad types, conversions, and sources of information. In addition to insights from organic search, direct, and referral traffic, Data-Driven Attribution analyzes information from all Google products linked to Analytics 360.

Use this information to see all the ways that paid, organic, social, and display channels work together to influence a sale. Then look at activity measured over 30 days, with both time lag and path lag reporting, to show the distance from ad to conversion (and the best amount of ad exposures for each user).

" We could see that paid advertising had played a role in 57% more of Technologia's online revenues than we had thought before. That discovery was huge."

– Simon Lamarche, Co-Founder, Adviso

The attribution capabilities in Analytics 360 let you measure the true value of your ads, using your own analytics information to create a custom attribution model that suits you best. Compare rules-based models, such as last click or time decay, or explore results-driven attribution, which assigns conversion credit to marketing touchpoints based on your own user insights. Then try Model Explorer, which helps you understand why credit was given to each channel and where in the path each channel is most effective.

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The importance of custom segments

You can add custom rules to the Data-Driven Attribution model to get more granular information from your multi-channel findings. Custom Segments and Custom Funnels in Analytics 360 let you create segments for the users in your top-converting paths and apply them to other Analytics reports.

Go beyond just the ROI and look at users with multi-channel touchpoints to better understand how they respond to all your marketing tactics. Identify those who are more likely to respond to the next ad exposure and set up a remarketing campaign based on what you find.

However you want to better reach your customers and improve their experience — analyzing channels and keywords, measuring ad value, or identifying relevant user segments — Analytics 360 can help.

Learn more at g.co/marketingplatform

" Data-Driven Attribution enabled a much cleaner and more balanced view of our marketing effectiveness. It really showed us where we were driving conversions, and where we needed to invest more."

– Will Lin, Senior Director, Global eMarketing, HomeAway

Google Marketing Platform