

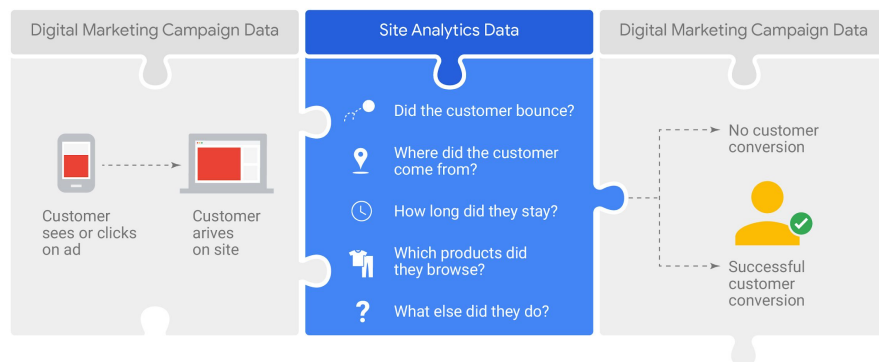
Connect Analytics 360 with Display & Video 360 for deeper insights into your marketing

See what's possible

Your business might be running dozens of advertising campaigns at the same time, but you still might not have a single, unified platform that shows how all those campaigns connect to conversions. If that's the case, you may be missing the full picture, including key steps between awareness and purchase.

All web analytics tools can generate reports from a single source. But aligning information from multiple sources in real time can help you get deeper insights and move beyond conversions to understand engagement.

Analytics 360 integrates with Display & Video 360 so you can see what's working with your marketing and build on it. That way, you the full story of your website's traffic — connecting paid search, organic search, email, referral, social and mobile.



The power of Google integrations

The reporting integration between Analytics 360 and Display & Video 360 gives you multi-channel insights. That lets you see exactly how Display & Video 360 and Campaign Manager campaigns are driving conversions and engagement.

Analytics 360 draws a connection between the impressions and clicks from Display & Video 360 and Campaign Manager and the website visits those impressions drive. Visualize view-through and clickthrough sessions directly in Analytics 360.

Go even further when you segment your data into specific Display & Video 360 and Campaign Manager dimensions like “Campaigns” and “Creative.” For example, you can see which creative drove the highest average session duration to your site.

If you use Floodlight to measure conversions in Campaign Manager — simply import your Floodlight conversions directly into Analytics 360. By combining these with on-site metrics from Analytics 360, you can unlock insights that wouldn't have been available before, seeing it all within a single platform.

Breaking down your ads

Display & Video 360 and Campaign Manager data are also integrated into Analytics 360's Multi-Channel Funnels and Attribution Models. Multi-Channel Funnels lets you visualize the complete user path, showing how Display & Video 360 and Campaign Manager ads influenced conversions on your site. Plus, you can use the Model Comparison Tool to analyze campaign performance with different attribution models.

If you then connect spending information from Display & Video 360 and align it with revenue in Analytics 360, you can measure return on ad spend, gaining revenue insights directly in Analytics 360.

The complete package

Viewing your campaign performance in Display & Video 360 alone only tells you so much. When you connect that digital information with Analytics 360, you gain an even deeper understanding. That way you can see how your campaigns are directly driving sales. Use the information to invest your marketing budget wisely, and focus on creating compelling ads that reach people at just the right moment.

Learn more at g.co/marketingplatform

By integrating Analytics 360 and Display & Video 360, Panasonic saw highly detailed metrics and gained insights across their channels, allowing the company to allocate its budget dynamically.

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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