Analytics 360
Put customer insights at the center of your marketing strategy

Understanding the journey
Customers today are using multiple devices and following many paths to purchase. Turning those interactions into insights and then using them to drive better results can be a real challenge.

Analytics 360 was created to address this challenge. It gives you customer analytics that reveal insights about how people interact with your brand — whether they’re online or offline.

With Analytics 360, you can:

- Consolidate information about customer interactions in a single, easy-to-use tool
- Perform meaningful analysis and segmentation
- Take action to drive better marketing results

Create a complete picture
With Analytics 360, information about how customers interact with your site, app, or even offline sources is centralized in one place. If you’re using Google Ads or Google Marketing Platform, then seamless integrations allow you to pull in information from those products and create a single, complete source that consolidates all customer touchpoints.
To give you a more complete understanding of the customer journey online and offline, Analytics 360 has teamed up with Salesforce to seamlessly connect sales, marketing, and advertising workflows. With the integrations between Analytics 360, Salesforce Sales Cloud, and Salesforce Marketing Cloud, you’ll understand what’s working — and what isn’t — as customers engage with your ads, websites, apps, emails, call centers, field sales teams, and more.

**Gain new insight**

With all of this information in one place, you can immediately get a clear view of your customer. Easy-to-use yet powerful reporting and analysis capabilities help you understand customer behavior in a holistic way through demographics, devices, channels, and much more.

**See which digital channels are performing best**

Analytics 360 features Data-Driven Attribution, which uses data from your account to assign the right value to your marketing touchpoints. The result? You get a complete, actionable view of what’s working — and what isn’t — along the customer journey.

**Evaluate the effectiveness of your advertising**

Connect your Google Ads or Display & Video 360 accounts with Analytics 360 to easily compare return on ad spend in multiple channels simultaneously, and learn how customers who saw or clicked on your ad behaved: Did they stay long on your site? Which products did they view?

**Get a deeper understanding with sophisticated analysis tools**

With Advanced Analysis in Analytics 360, you can access more detailed analysis techniques and deeper exploration capabilities, so you can improve your understanding of how people interact with your site. It’s also easy to export data from Analytics 360 to BigQuery, unlocking a powerful set of tools for identifying insights.

“Analytics 360 has given us more transparency into our data. We’re now connecting information about our digital touch points and sharing these customer insights across our entire company.”

– Martijn van der Zee, Digital Director, Rituals Cosmetics
Earn more from your marketing

Native integration with Google Ads and other Google Marketing Platform products enables a new level of advertising effectiveness. Using the powerful customer behavior information in Analytics 360, you can easily remarket to customers. For example, in Analytics 360 you can create an audience of customers who abandoned products in their cart, share that audience with Display & Video 360, and then remarket the products to that group. Or offer a complimentary item to a customer who just made a purchase.

“Our remarketing campaign with Analytics 360 and Display & Video 360 drove two times the anticipated revenue and resulted in a 2,200% return on advertising spend.” — Khoi Truong, Director of Analytics and Media at L’Oréal Canada

Analytics 360 is a complete enterprise analytics solution that gives you a deeper understanding of your customers so you can deliver better experiences and improve your marketing results.

Learn more about Analytics 360 at g.co/marketingplatform