

Create a connected customer journey with Google Analytics 360 and Salesforce Marketing Cloud

Google Analytics 360 also integrates with Salesforce Sales Cloud. Learn more about the integration [here](#).

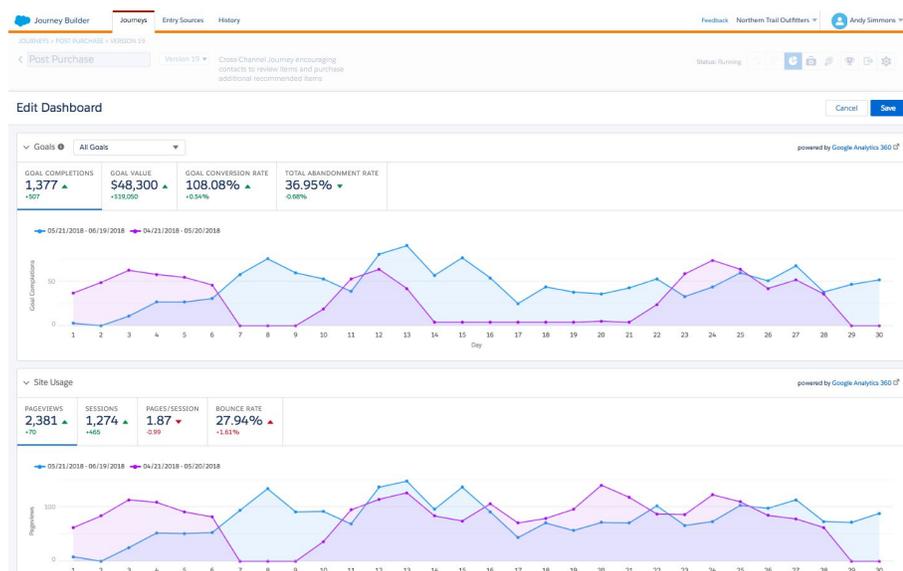
When you combine your marketing and analytics information, you're able to gather useful insights, then quickly put them to work in your campaigns. But for some teams, your customer engagement data might be in one platform while your campaign performance metrics are in another.

If you're using both Google Analytics 360 and Salesforce Marketing Cloud, it's easy to bring this information together. The integration between these two products helps marketers unify reporting, improve campaign performance, and enjoy the power of connected marketing and analytics.

Enrich your Marketing Cloud reports with Google Analytics 360

The integration between Analytics 360 and Marketing Cloud allows you to connect customer site engagement from Analytics 360 into your Marketing Cloud reports. This gives you unified reporting that helps you see end to end customer engagement.

In the Marketing Cloud dashboard, marketers can see all the reports related to journeys created across email, mobile, advertising, and the web – all within a single user interface. This gives marketers insight into the experience customers are having with Marketing Cloud campaigns, from initial engagement to final site conversion.



View the entire customer journey, end to end, in one place.



In the past, accurately measuring the performance of email campaigns required manual tagging. Now the integration between Analytics 360 and Marketing Cloud enables marketers to automatically add UTM parameters to each of their emails, directly within the Marketing Cloud UI. This means Analytics 360 will properly categorize all outgoing links from Marketing Cloud email campaigns by source, medium, campaign, term, and content.

Share audiences to new marketing channels

Analytics 360 audiences help you make your Google marketing campaigns more relevant to different subsets of your customers. For example, you can create customized ads in your Display & Video 360 and Search Ads 360 campaigns and then reach those audiences. Now, those audiences are immediately available to share and power your Marketing Cloud campaigns, expanding your reach to channels like email and SMS while allowing you to deliver a seamless experience across all brand channels.

Imagine you are now running a sale on one of your newest products. You identify which of your customers would be most interested in learning about this sale: customers who engaged with your Marketing Cloud email announcing this new product three months ago and viewed similar products your website in the last 30 days. Simply create this audience in Analytics 360 and share it with Marketing Cloud. You can then reach that audience with a relevant and timely email campaign in Marketing Cloud. If you want to do even more promotion of this sale, you can also share this audience with other products in Google Marketing Platform to provide more customized ads or site experiences.

+ NEW AUDIENCE						
Import from Gallery		Share		Status		Search
				All	Open	Search
Name	Description	Date created	Last modified	Membership	Type	
<input type="checkbox"/>	All Users	All Users	Dec 4, 2018	Dec 6, 2018	Open	Analytics Salesforce Marketing Cloud
<input checked="" type="checkbox"/>	Andy JB Audience 2	All Users	Dec 11, 2018	Dec 11, 2018	Closed	Salesforce Marketing Cloud
<input checked="" type="checkbox"/>	Andy'sTest.JB Audience	Wagons (Goal 1 Completions) > 0	Dec 11, 2018	Dec 11, 2018	Closed	Salesforce Marketing Cloud
<input type="checkbox"/>	New Visitors (QA1)	User Type: "New Visitor"	Dec 7, 2018	Dec 7, 2018	Closed	Salesforce Marketing Cloud
<input type="checkbox"/>	Returning Visitors (QA1)	User Type: "Returning Visitor"	Dec 7, 2018	Dec 7, 2018	Closed	Salesforce Marketing Cloud
<input type="checkbox"/>	Tent Visitors	Page: contains "/tents"	Dec 17, 2018	Dec 17, 2018	Closed	Salesforce Marketing Cloud
<input type="checkbox"/>	Users (Last Day)	All Users	Dec 7, 2018	Dec 7, 2018	Closed	Salesforce Marketing Cloud

Share your Analytics 360 audiences with Marketing Cloud.

Additional ways you can activate Analytics 360 audiences within Google Marketing Platform:

- 1. Optimize 360:** Deliver custom site experiences depending on users' lead status.
- 2. Surveys 360:** Survey users who have not converted to learn why.
- 3. Search Ads 360:** Improve your search bidding strategy by optimizing for actual sales.
- 4. Display & Video 360:** Reach users who haven't yet converted offline with display and video ads.

Better together

Getting a full view of the customer journey can be difficult when your team is working with multiple marketing channels across platforms. The integration between Analytics 360 and Marketing Cloud makes this connection seamless, bringing marketing and analytics together so that you can both improve campaign performance and more effectively measure how your campaigns are performing.

Learn more at g.co/marketingplatform

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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