

# Google Analytics and Google Ads: Stronger together

## Integrated tools to grow your business

Google Analytics offers detailed insights into how people engage with websites. Google Ads is a powerful tool that helps marketers grow online businesses. By linking the two platforms together, marketers can increase the power of both.

Marketers are confronted with strategic decisions every day. Which keywords drive awareness and which drive conversions? Which marketing channels create the most interest from first-time visitors or high-value customer segments? Which products sell best with each marketing (and remarketing) campaign? A seamless integration between Analytics and Ads can open up a wide range of possibilities for your business.

## Gain more insight with less work

Linking your Google Ads and Analytics accounts gives you a more complete understanding of the path to conversion. Once these accounts are linked, you gain a new set of Ads reports in your Analytics account.

Use these to measure what happens when users click on ads from your Ads campaigns. For example, you can dive into reports that compare which keywords and landing pages are most effective. Use these to measure performance and adjust devices, locations, and ad schedules for your campaigns.

Going further, you can create a Goal in Analytics to specify the ad conversions you want to achieve, then see which campaigns are most effective at helping you meet that goal.

## Bring back your best customers

Reach your most valuable visitor segments with remarketing audiences built with detailed information from Analytics. Once you enable the Remarketing and Advertising features in your Analytics account, you can begin creating audiences based on users' behavior on your site. For example, focus on reaching users who added at least five products to their shopping cart without completing a purchase.

You can also reach users who are most likely to convert by using Smart Lists, powered by Google's machine-learning technology. Using dozens of signals — including location, device, browser, referrer, session duration, and page depth — Smart Lists determine groups of users who are more likely to convert in a subsequent session.

Google Analytics and Ads join forces to give you valuable customer insights to focus your marketing power.

“For practitioners, the promise of Big Data is also the burden — there are so many analyses to run, so much opportunity. With Smart Lists, Analytics is operationalizing statistical analysis — making us not just smarter marketers, but faster and more nimble. Smart Lists are simply plug and play, so we can focus not on list management, but on growing the business.”

– Melissa Shusterman,  
Engagement Director,  
Maassmedia.com

## Refocus your marketing efforts

Maximize your Google Ads investment with detailed conversion information from Analytics. Create Goals to specify the conversions you want to achieve. Then focus on the campaigns and keywords that drive engagement and micro-conversions, or set the Conversion Optimizer to make the best choices for you.

Different marketing efforts can drive significantly different outcomes — if one ad inspires email sign-ups, another may increase sales. With the Analytics interface, you'll see comprehensive insights into user behavior and engagement, and make more precise marketing decisions.

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

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### About Google Analytics

Google Analytics gives marketers deep insights about websites and audiences. Powerful, flexible, and free, Analytics helps savvy marketers find the messages and channels that earn the best results. State-of-the-art conversion attribution and testing tools help businesses large and small build better user experiences and maximize digital strategies. Learn more at [g.co/analytics](https://g.co/analytics).

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