

Understand today's customer journey with Google Analytics

Go beyond customer conversion

The digital path to purchase continues to evolve and diversify, and customers interact with brands in different ways on all types of devices. That provides marketers with even more opportunities to connect with their customers. But it can also increase the risk of a bad experience driving a customer away for good.

Analytics can help you learn from key micro-moments and gain insight into user experience. With a few easy clicks, you can learn insights about a customer's journey, focus on key moments, and discover what works best. That way, you can make sure your customers are getting the best possible experience.

Explore on-site behavior

Analytics helps you understand and improve your website as customers move along the path to a sale or conversion. Use the funnel view of Enhanced Ecommerce to find common gaps in a customer's journey, and learn where you can improve your website experience to bridge them. You can find many more important on-site metrics in Analytics in order to find key moments on the path to purchase, and discover where visitors drop off.

Looking at the customer life cycle

Some customers may be repeat visitors, while others may be visiting your site for the first time. Cohort Analysis lets you create user segments based on the date of their first visit so you can understand how their behavior is related to their stage in the customer life cycle.

Lifetime Value in Analytics helps you measure how user activity and expected revenue change over time. With a deeper understanding of how different types of users contribute value, you can better optimize your marketing budget. For example, you can compare whether users acquired through display or search campaigns generate more revenue.

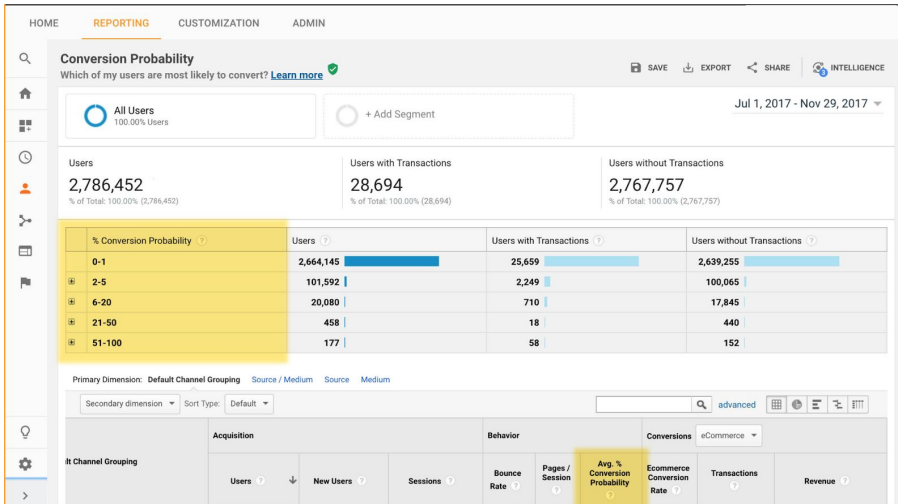
You may have other questions about how customers behave on your site. How many purchases will a typical customer make within 90 days of their first site visit? How does a customer's cart size change over time? How do customers acquired in November compare to those acquired in December? Do they spend more in their first month? Do they have a higher lifetime value? Analytics can give you answers to many key questions like this.

Analytics gives you the tools to better understand and improve customer experience.

Custom Funnels lets you measure and visualize any event on your site as its own stage in the funnel. This makes understanding on-site behavior even easier, and it requires no upfront setup.

Reach customers likely to convert

You can take your metrics one step further with Conversion Probability, which shows you the chance that a given user will convert in the future. Analytics provides this metric based on a machine-learning model built from past transactions. Use it to create remarketing lists of customers who have a high likelihood of making a purchase. Then, reach out to them with campaigns in Google Ads and Google Ad Manager, or site experiments in Google Optimize.



Using insights from Enhanced Ecommerce, Houston-based jeweler Brian Gavin Diamonds built a special guest checkout flow just for customers on the cusp of making a purchase. This one change led to a 60% increase in customers who made it to the payment page.

One-on-one insights

Every customer's experience is unique, but some customers are particularly valuable to your business. The User Explorer report in Analytics helps you learn about high-value customers and their journeys on your site. This feature connects to your site's logged-in data and allows you to create User Explorer reports. It's another way to understand your highest-spending customers or those that visit your site frequently, giving you a better understanding of the overall customer experience.

Learn more at g.co/analytics

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.

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