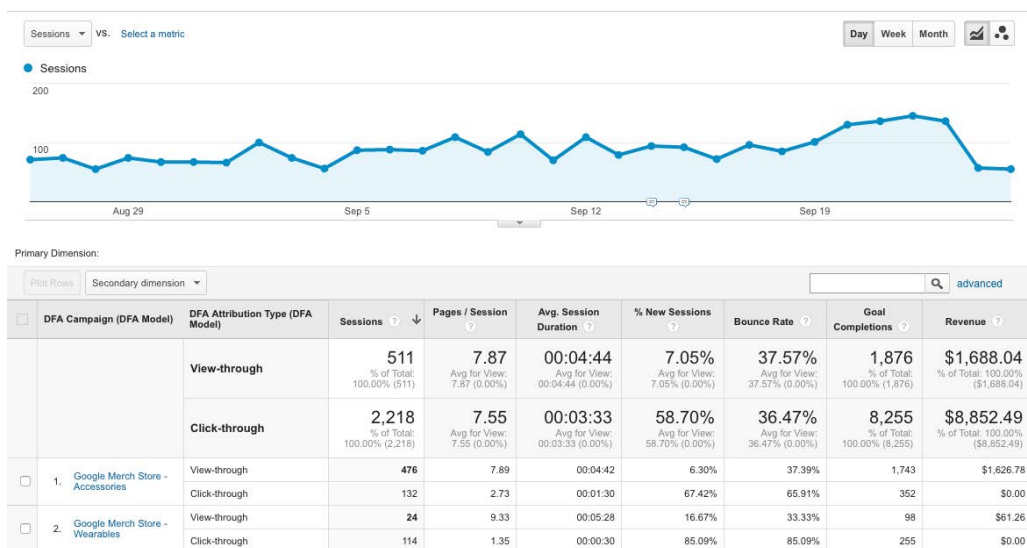


Get more from DoubleClick Digital Marketing with Google Analytics 360

BCG reports that using audience segments from Google Analytics 360 in DoubleClick Bid Manager is one of the most effective optimization tactics available. To learn more, visit goo.gl/iefbkr

Get a better view of your DoubleClick performance when you pair it with Google Analytics 360.

- See how DoubleClick Campaign Manager campaigns drive traffic with other paid media and organic sources, in All Traffic, Multi-Channel Funnels and the Attribution Modeling Tool.
- Discover the full impact of ad impressions by comparing view-through site engagement with overall engagement metrics.
- Measure results and optimize creatives with site engagement metrics—such as time on site and bounce rate—that aren't available with DoubleClick Campaign Manager alone.
- Celebrate all your wins and see how your DoubleClick campaigns drive micro-conversions. Analytics 360 conversion tracking allows you full flexibility to define your goals.



Above: DoubleClick Campaign Marketing campaigns report

Get more advanced remarketing than with Floodlight alone

Analytics 360 powers remarketing lists that are aligned to your objectives:

"I want to reach non-buyers who visited more than 2 pages on my site and added at least one product to the shopping cart, with a reminder to come back and purchase."

"I want to reach new users who spent more than 5 minutes on the site and visited the "Women's" page before the "Sale" page with a discount on women's apparel."

"I want to reach all users who've made a purchase with our store credit card and have visited at least twice in the last month for our new gold membership card."

- Create richer audience lists using more than 250+ attributes including: session-level metrics, sequences of conversions, and funnel-specific attributes with Enhanced Ecommerce in Analytics 360. All with no extra tagging!
- Find and reach the users most likely to convert using Smart Lists, the latest machine-learning technology from Analytics 360. It analyzes your conversion data for you; just push the list to Bid Manager to get started.
- Create user-based audiences using online behavior as well as your own CRM data, offline activity, and other custom user data.

Learn more at goo.gl/SZmzaY

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel, and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection.

For more information, visit g.co/360suite