Get deeper insights with Enhanced Ecommerce

Make better decisions with better data

"With Enhanced Ecommerce our clients can immediately gain clear insight into the most important metrics about shopper behavior and conversion. What products are viewed, where they are viewed, when they are added to carts, how the checkout process works and where customers get lost—and even details like payment methods."

—Caleb Whitmore
CEO,
Analytics Pros

As online commerce evolves, retailers are looking for more ways to turn shoppers into buyers. Insight into shopper behavior helps retailers make smarter decisions. Enhanced Ecommerce in Google Analytics 360 provides rich insights into pre-purchase shopping behavior and product performance. Enhanced Ecommerce measurement can help you keep pace with the evolution of online retail.

Get deeper insights

Enhanced Ecommerce is built on top of the powerful Universal Analytics foundation. It includes tracking code updates (including full support for Google Tag Manager 360), data model changes, and new end-user reports that address ecommerce-specific use cases. Together they help online retailers see farther and understand customers better than ever before.

- See how far shoppers get in the shopping funnel and where they drop off.
- Understand which products are most viewed, which get left in carts, and which convert well.
- Upload rich product metadata to slice and dice your data.
- Create rich user segments to delve deeper into your users' shopping behavior and the products they interact with.

Improve end-to-end experience

When it comes to online conversion rates, even small improvements can make a big difference. Enhanced Ecommerce insights help you make choices that improve site performance and customer experience.

- Create product lists and landing pages to see which deliver the best customer engagement.
- Analyze how internal promotions impact sales—and act immediately on results.
- Use refund support to improve the entire shopping lifecycle.
- Import user segments based on ecommerce activity to reach the right customers with remarketing campaigns.

See farther, faster

New reports reveal insights that can benefit your business. Create segments directly from funnel reports to analyze abandoned cart sessions, see which products were abandoned, and how best to recapture those users.
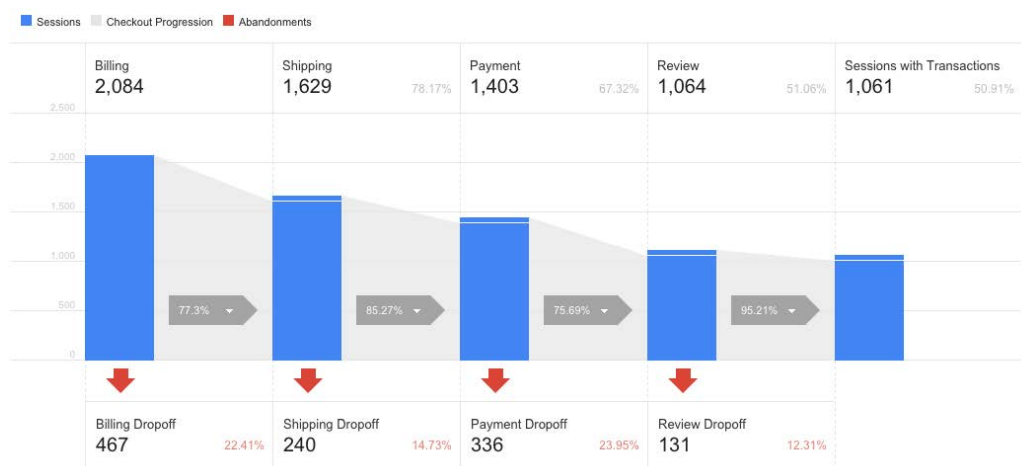
Caleb Whitmore, CEO of Analytics Pros, says that the Enhanced Ecommerce feature in Analytics 360 will help his clients overcome many challenges. "As an example," he says, "I'm looking at a report that indicates a 74.4% checkout abandonment rate. That insight is shockingly simple: over 7 out of 10 people that add something to the cart and start to checkout don't complete it! This is the kind of data that can drive change more readily than, say, simple conversion rates for ecommerce orders."

Better data allows you to take immediate action to support your bottom line. Analytics 360 reveals ways to improve the total ecommerce experience and turn more shoppers into buyers.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure 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 Analytics 360 Suite.

For more information, visit g.co/360suite