

# Google Analytics 360 delivers actionable insights across Intuit

Intuit looks to better data to make better decisions

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## About Intuit

- Intuit is a leading provider of innovative business and financial management solutions.
- Headquarters: Mountain View, California
- [www.intuit.com](http://www.intuit.com)

## Goals

- Increase understanding of organic search traffic and conversions
- Optimize site performance
- Provide marketers with self-serve analytics tools

## Approach

- Implement Google Analytics 360 across multiple verticals, scaled to global websites
- Promoted rapid adoption through custom reports, dashboards, and training

## Results

- Reduced data retrieval from two days to two hours
- Included all global websites in new analytics solution in under a week
- Increased data accuracy across channel analytics to enable better business decisions

Intuit's flagship products QuickBooks, TurboTax, and Quicken plus tax preparation lineup revolutionize the way people manage personal finances, run small businesses, pay employees and file taxes.

The Channel Marketing Team (CMT) at Intuit serves three business segments—Financial Management Solutions (FMS), Employee Management Solutions (EMS), and Payment Solutions. Each segment provides several flagship products catering to the needs of small business.

CMT made a strategic decision to employ Google Analytics 360, part of the Google Analytics 360 Suite, to overcome channel data gaps and validate the data quality of channel analytics.

## Scaling for success

Intuit worked with Blast Analytics & Marketing, a Google Analytics authorized reseller, to help create a solution usable across all business segments in a critical time window prior to Intuit's peak season. Intuit and Blast were able to implement the solution across the business segments within a month and extend the solution across global sites within a week.

Account, web property, and user profiles were all configured to mirror the Intuit organizational structure. This ensured that each business team could focus on its own ecosystem to perform analysis, while the CMT team could look across all business segments to derive shared learning.

## Seeing real value

The implementation of Analytics 360 quickly produced a range of significant outcomes. First, traffic and conversion data quality immediately improved. Intuit discovered that prior to using Analytics 360, SEO traffic and conversions were significantly under-reported:



#### About Blast Analytics & Marketing

- Blast Analytics & Marketing helps companies use their data to take action and acquire customers.
- [www.blastam.com](http://www.blastam.com)
- (888) 252-7866

*"Google Analytics 360 increased the speed and accuracy of actionable data that drives our business."*

**—Ken Wach**  
**Vice President, Marketing,**  
**Intuit Inc.**

	FMS	EMS
SEO		
Traffic	50% under-reported	27% under-reported
Conversions	200% under-reported	65% under-reported

## Democratizing analytics

With Analytics 360, it no longer takes two days to provide insights – data and analysis requests can be serviced in two hours. Intuit channel analytics teams can provide insights tailored to each business need, and that can influence business decisions in near real time.

Analytics 360 also fit the strategic vision CMT had for democratizing Intuit's data. A self-service model of web analytics means marketers throughout the organization can review data in real-time and raise questions or concerns to the analytics team immediately.

## High data quality leads to high adoption

Platform adoption and data confidence is the key to Intuit's success with Analytics 360. Blast provided on-site training for more than 100 business people to ensure high adoption of the platform.

Custom reports, dashboards, and segments were developed that can be shared across the organization. Ongoing support is provided by Blast to help as analytics needs evolve in a fast paced market.

Intuit has increased confidence in the company's data with Analytics 360. A new governance process periodically validates and audits data to check for gaps in quality, and works to ensure the solution is consistently meeting the changing needs of each business segment.

### 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 [google.com/analytics/360-suite](http://google.com/analytics/360-suite)