Drive peak performance for your digital content

Give your readers more of what they want and less of what they don't

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"The ability to overlay our own data on top of traditional dimensions and metrics has provided valuable insights into the kind of information our consumers are looking for."

— Steve Mummey, Director Ad Strategy & Audience Development at AccuWeather

Do you *really* know what your users want?

Google Analytics 360 helps you find out. It turns data into insights about people and how they behave—whether they're online, offline, or mobile.

Analytics you can use

Today's users browse on all kinds of devices and follow many paths through your content. Keeping track of all that journey data, turning it into insights, and then using those insights to drive results is a real challenge.

Analytics 360 was created to address this challenge. It's built to help you:

- Consolidate data about user behavior into a single, easy-to-use platform.
- Perform meaningful analysis, reporting, and segmentation to gain insight.
- Build value for your users and your business.

Creating a complete picture

Begin by centralizing your data. Analytics 360 pulls in data across:

Online Sources   Offline Sources   Google Sources

Data from your site, app, internet-connected devices, and even offline sources will be connected in one place. If you're using Google and DoubleClick advertising products, seamless, out-of-the-box integrations mean you can pull in that information to create a single, complete data source across all touchpoints.

Gaining new insight

With all the data in one place, you can immediately get a clear view of your user. Easy to use yet powerful reporting, segmentation, and analysis capabilities help you understand user behavior across demographics, devices, channels, geographies, and much more.

- **Study your business.** What content is most popular? What drives deep engagement? How do visitors move through my site? What attracts users to my site and what keeps them there?

- **Connect user experience to performance.** Connecting your Ad Exchange, AdSense, or DoubleClick for Publishers accounts to Analytics 360 lets you go deeper. Where did users leave your site by clicking an ad rather than simply abandoning the page? How much revenue do certain content types or authors generate?

- **Take your analysis further.** Once you have the data collected in Analytics 360, it's easy to export it externally or to other Google products like BigQuery for detailed analysis and modeling.

Building valuable experiences

If you've linked your Google or DoubleClick ads accounts to Analytics 360, it's easy to deploy sophisticated remarketing to draw users to your site and content. But how to make sure they have a great experience once they're there?

Connect your Google and DoubleClick monetization platforms to Analytics 360 to drive value from your user insights. For example, identify valuable underserved audiences—like those that monetize well and are highly engaged—and produce more of the content that keeps them coming back.

Find your best users and
create content for them
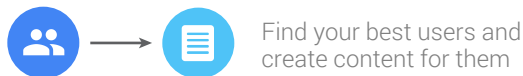
Or, see which user flows are most valuable on a per-session basis (both in user engagement and revenue) and then adjust your site to guide your user through these flows. That adds length, value, and frequency to those sessions.

Find your best content
and guide users through it
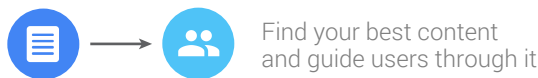
Want to go further and truly personalize the experience for your users? Analytics 360 is natively integrated with Optimize 360, our testing and personalization product, so you can tailor your content to individual users.

Analytics 360 has everything you expect from your enterprise analytics solution: dedicated support and account management combined with secure, complete data that's always accurate.

Built on this base, Analytics 360 is the enterprise solution for developing unified user data, a deep understanding of user behavior, and the power to build valuable experiences.

Learn more about Analytics 360 at g.co/analytics360.

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