

See your audience from multiple perspectives

Understand the full customer context to make your brand relevant at every moment

"Audience Center 360 helps us in our daily business to easily access and understand our data. It is also simple to make this data actionable by creating new audiences and pushing them to other products with a couple of clicks."

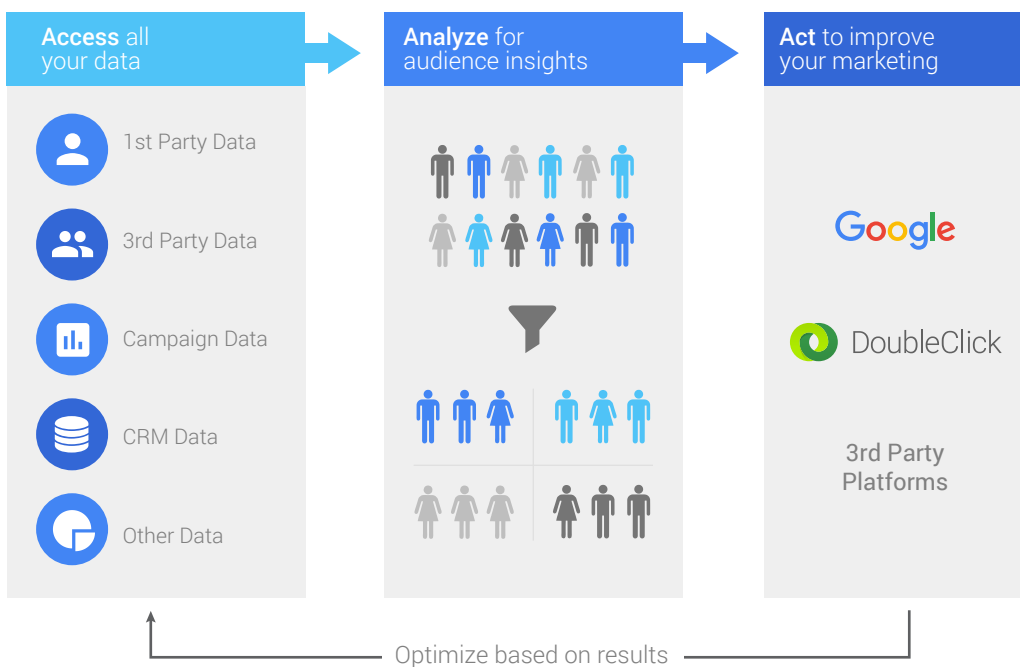
– Julia Stern, VP Performance Marketing, Zalando AG

Get insights, not data

Every person that matters to your business has their own unique preferences, interests, and needs. These differences matter when they're deciding what to do, where to go, and what to buy. Understanding what makes each customer or potential customer unique allows you create more personal experiences and get better results from your marketing.

What's the challenge? While it's easier than ever to collect data about customer behavior, an increasing number of screens, channels, and touchpoints, make it harder than ever to keep it all straight. To get useful insights, you need to bring together and make sense of all the available data, whether it's from your marketing campaigns, site analytics, or CRM system.

Google Audience Center 360 (beta), a data management platform and part of the Google Analytics 360 Suite, collects and organizes your customer data, enabling you to find, expand, and reach your most valuable audiences with the right message at just the right moment.



Access Google's Audience Solutions

Audience Center 360 is the only data management platform with out-of-the-box access to Google audience data. This includes:

- Demographic info
- Affinity audiences based on lifestyle and interests
- In market audiences of people who are actively researching products and services

"We used Google Audience Center 360 to help understand how attention varies among our target audience. Based on what we learned, we were able to buy ads on three publications that had three unique audiences, which in turn increased the reach of our campaign by 143%."

— Erica Monteith, Senior Media Director, Bully Pulpit Interactive

Achieve a unified customer view

Audience Center 360 helps you get a deeper understanding of your customers across channels, devices, and campaigns. It brings together all your data—analytics, search, display, email, social, and CRM. Thanks to native integration with DoubleClick, you also get automatic access to Google proprietary data and more than 50+ third party data providers.

Integration across the Google Analytics 360 Suite, as well as with DoubleClick tools like Doubleclick Bid Manager, makes setup simple. There's no need for retagging and you can be up in running in as little as 24 hours.

Focus on what matters

Audience Center 360's fast and easy to use reports let you focus on discovering useful insights, not writing complex queries or waiting for reports to run. Google's computing power and scale allow you to combine and analyze huge data sets, like user and impression level data from multiple global cross-channel campaigns, using an intuitive user interface. You can see your audience's demographics, determine which audience targeting strategies and ad frequencies work best, and build lookalike audiences for valuable groups of customers.

Take action everywhere

Native integrations with Google AdWords and DoubleClick products make it easy to turn what you learn into better marketing. With just a few clicks, you can publish the audiences you've built in Audience Center and make them actionable in products like DoubleClick Bid Manager. Use a different platform? No problem. We support major third-party marketing platforms, including programmatic and reservation display, search, and website optimization.

With Audience Center 360, you'll be able access all of your valuable customer data, analyze the data for unique insights, and use these insights to take action.

Learn more about Audience Center 360 at g.co/audiencecenter360.

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