

# See how modern measurement cuts through complexity and wins customers

Simplify all your data so your enterprise can spot insights and put them to use

*"Analytics 360 Suite gives us the really big ah-ha moment. When we launched our mobile app it was actually quote only. But we said, looks like, from the data, people are attempting to buy, and so we should put buy-related software up there. Google gave us that insight."*

— Pawan Divakarla, Analytics Leader, Progressive Insurance

Consumer expectations are higher than ever. Every day our lives are filled with micro-moments: intent-rich moments when we turn to the nearest device to find a store, buy a ticket or look for answers to all kinds of wants and needs. In these moments, today's consumers decide what to do, where to go and what to buy.

**Google Analytics 360 Suite** is built to help enterprises win those micro-moments. It delivers remarkably deep insights into your consumers and their behavior, so you can create more engaging and fulfilling experiences for them. It helps you:



See the complete customer journey.



Share those insights with everyone.



Get useful insights—not just more data.



Deliver engaging experiences to the right people.

With its cutting-edge technology, the Analytics 360 Suite processes enormous amounts of complex data—then simplifies it all—so your enterprise can easily spot insights and put them immediately to use. It provides one user experience with a single login and it's fully loaded with cross-product data integrations.

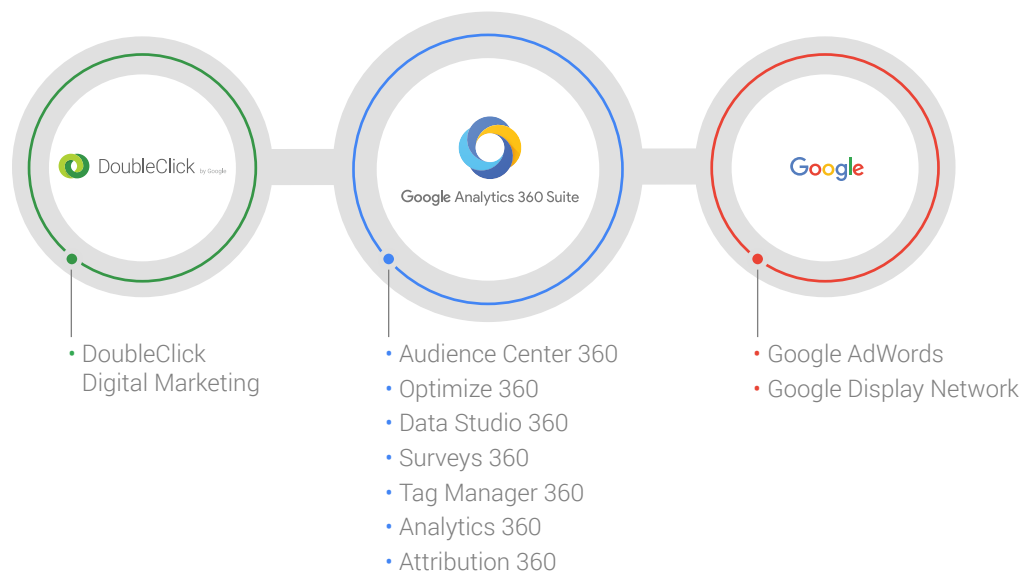
Loaded with seven products, three of which are new, the Google Analytics 360 Suite makes it easy to share data and insights throughout your organization. The full suite includes:

- **Audience Center 360**, a new data management platform that gives you a panoramic view of the audiences that matter most to your brand. Natively integrated with DoubleClick, it automatically offers access to Google proprietary data and third party data.
- **Optimize 360**, a new website testing and personalization tool. Show your customers different variations of your site, then use and refine the best-performing options to increase customer engagement with your brand.
- **Data Studio 360**, our new data visualization tool, crunches the numbers and turns them into beautifully informative reports: easy to read, easy to share, and fully customizable so your teams can get exactly what they need.
- **Surveys 360**, formerly known as Google Consumer Surveys, puts fast and accurate market research in the hands of everyone. Get a deeper understanding of the “why” and “how” to compliment ad campaign metrics, keep a regular pulse on brand awareness, and make timely, data-driven decisions.

*"Analytics 360 Suite has a seamless integration with DoubleClick—that's a game-changer. Now I can really personalize my media base and user behaviors, based on what they purchase. By creating a segment using Google Analytics 360, then sending that information to Doubleclick Bid Manager, the two segments will receive different ad messaging."*

**— Khoi Truong, Director of Media and Data Optimization, L'Oreal**

- **Tag Manager 360** is new and designed just for enterprise with Google's industry-leading tag management technology. It offers simplified data collection and powerful APIs for better data accuracy and streamlined workflows.
- **Analytics 360**, formerly known as GA Premium, consolidates data about customer behavior into a single product and makes it easy to perform robust analysis. Get actionable customer insights and then use those insights to earn more from your marketing.
- **Attribution 360**, formerly known as Adometry, helps advertisers see the value of their media investments and allocate budgets with confidence. Now rebuilt from the ground up, it helps you analyze performance across all channels and devices to achieve the most powerful marketing mix.



## Smarter marketing for all your Google media

Analytics 360 Suite plugs right into **Google AdWords** and **DoubleClick**, our core ad technology platforms. That means enterprise marketers can combine all sorts of data, such as: website, audience, and customer, to make their ads more relevant for consumers.

Analytics 360 Suite is the unified, easy-to-use enterprise platform you need to truly meet and serve customers in all their millions of micro-moments.

Learn more about the Google Analytics 360 Suite at [g.co/360suite](http://g.co/360suite).

### 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](http://g.co/360suite)