

Google Attribution 360 Data Collection Options

Choose log files or tagging to inform attribution analysis

"We're about six months into this program and we are seeing great results ... I was able to use some of the data we've been collecting to make different decisions than I would have last year."

— Lewis Broadnax
Executive Director Web Sales & Marketing,
Lenovo

Google Attribution 360, part of the Google Analytics 360 Suite, makes it easy to collect the data you need to gain attribution insights. You can use standard ad server log files or Attribution 360 tags. Either method offers clear analysis and actionable reporting. It's easy to get started with a clear onboarding project plan based on your unique business needs.

Using ad server log files

Attribution 360 can accept raw data events captured within common ad servers such as DoubleClick Campaign Manager or Atlas. Feeds are captured as sets of daily "log files" according to a schema and transfer method suited to you and your ad providers. Attribution 360 can also accept log files from web analytics software, internal data warehouses, CRM systems, DMPs, and more.

Log files must include a unifying ID that links events—like impressions or conversions—at the user level to enable attribution analysis. If you think you'd like to use log files, ask your data provider:

- How large are your log files?
- Is there a fee to set up a regular log file transfer?
- Are all desired events and channels logged with a unifying ID?
- Does log file data include display and search only, or is it possible to include other channels?
- Is historical data available for analysis?

Using Attribution 360 tags

Attribution 360 offers a scalable set of tags that can help you capture all kinds of event data directly. Tags are generated for events that you define and allow you to capture conversion events such as visits, purchases, email signups or other online activities. Click events can be captured with page tags, and impression events with ad tags.

Implementation is easy. Page tags and pixels can be deployed via your ad server platform tag container or any third-party tag container solution. Ad tags are trafficked via your ad serving platform and leverage macros when available.

If you are considering using Attribution 360 tags, keep in mind that tags can be used for more channels than is typically possible via log files. Tags must also be defined for any additional conversion data capture, including variables such as revenue or order ID.

Which is better?

Each data set is unique. The best method of input data collection depends on your channel mix, data availability, and access to technical resources. Compare capabilities to decide whether the use of log files or Google Attribution 360 tags is best for your business.

Channels	Log File	Tagging
Display	✓	✓
Search	✓	✓
Email	✓	✓
Affiliate	✓	✓
Mobile	✓	✓
Social	✓	✓
Time Frame		
Historical Data	✓	
Ongoing	✓	✓
Data Collection & Transfer		
IT/Web Support Required		✓
Capabilities & Product Features		
Viewability		✓
Offline Connector		✓
Cross-Device		✓
Direct Mail Connector		✓
Programmatic Connector	✓	✓

✓ This is possible with log files, but may require additional pixel placement from the log file system to enable measurement.

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