

Digital Attribution helps you understand and optimize your digital marketing performance

Data-driven decisions guide strategy and create success

"One of the benefits of data-driven attribution is the ability to quickly synthesize all the disparate data points together and understand the cross-channel interactions between all of the touchpoints that a customer consumes before they convert."

**—Joseph Morrissey
Hyatt**

Google Attribution 360, part of the Google Analytics 360 Suite, transforms the way the world's top brands measure and optimize marketing performance. Attribution 360 helps you combine and interpret siloed data sources, apply data-driven attribution modeling, and optimize your marketing mix all in one solution.

With Attribution 360, marketers can identify each marketing investment's impact on the customer journey, and make data-based decisions to improve their return on investment (ROI). More accurate data and sophisticated models help you integrate, measure, and optimize marketing across all your digital channels.

More accurate measurement

Attribution is the assignment of credit to touchpoints that lead to a conversion. Rather than using a limited first-touch, last-touch, or arbitrary rules-based model, Attribution 360 fractionally credits each and every touchpoint on the customer journey.

It allows marketers to examine the most accurate attribution findings at the most granular level. Analysis of 100% of event data—both converting and non-converting events—delivers more accurate results.

Attribution 360 insights can be accessed through an easy-to-use interface. You can set up custom dashboards, generate customized reports, and even export findings to other platforms.

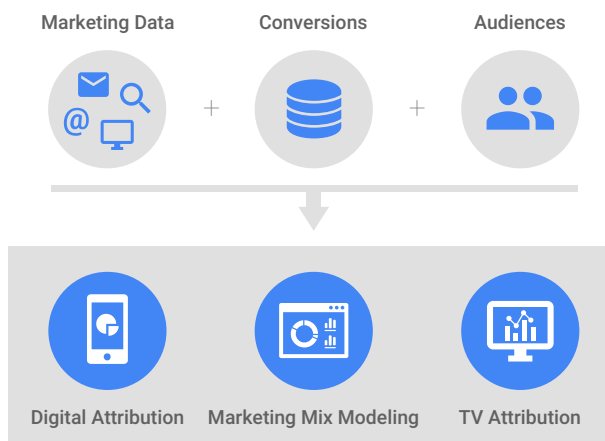
Flexible data integration

Attribution 360 runs advanced attribution algorithms on big data sets to generate fractional credit for every touchpoint on the customer journey. A data-driven, bottom-up approach helps you understand how each channel contributes to the bottom line.

Powerful integrations with world-class partners allows you to gather digital data from many sources. Easily onboard your data with ad server log files or JavaScript tags. Integrated ad viewability means no credit is given to ads that were never seen.

Measurement beyond digital

Analytics 360 can even include audience segment, offline or in-store sales, and revenue data for the most complete analysis. Incorporating all marketing touchpoints, conversion data, and revenue data reveals the entire customer journey—so you can find the best ways to drive your business forward.



Faster optimization

Attribution 360 speeds the time to value for marketing actions. Fully integrated with programmatic or demand-side platform (DSP) partners, attribution insights can be pushed to bidding platforms through automated data feeds, daily. Attribution 360 also provides a nonlinear predictive model to accurately simulate complex interactions between media and discover which marketing actions have the greatest potential returns.

Attribution 360 helps you optimize marketing efforts, reducing time lag and tasks so your team can focus on more important things. Interactive planning and budgeting tools let you explore what-if scenarios and apply constraints before implementing optimization recommendations—regardless of channel.

Take more on-target actions

Creating marketing success means making smart decisions at every turn. Data-driven attribution combined with intelligent optimization in Attribution 360 can help you understand and act on real insights.

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