

# Google Attribution 360 Direct Mail Connector

Get more cross-channel clarity with integrated direct mail measurement

*"In today's connected world, failure to evaluate creative performance across both online and offline acquisition channels can cause marketers to make uninformed decisions, simply because they are looking at data through a half-closed lens. Our partnership with Google Attribution 360 has allowed us to gain a clearer vision, and to evaluate creative performance in ways never before possible."*

—CMO  
Financial Services Company

In an increasingly digital world, it can be difficult to justify direct mail budgets. Meanwhile, this “old school” channel may drive your customers to take action online or in stores. How can marketers prove direct mail’s value?

Google Attribution 360, part of the Google Analytics 360 Suite, credits each touchpoint in today’s complex customer journey—including offline channels like direct mail—so you can see real impact and plan smarter cross-channel campaigns.

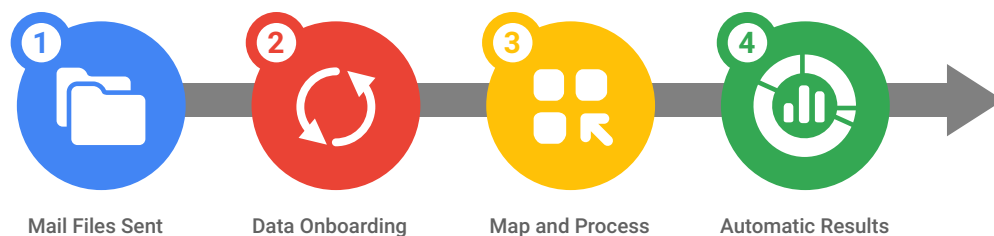
## Why measure direct mail?

Printing. Postage. Direct mail can put a significant dent in your campaign budget. You need to know how direct mail interacts with other touchpoints to drive sales, and how much return you are getting from each marketing investment.

Without accurate measurement, conversions driven by direct mail may be mis-credited to other channels. A distorted view of channel performance could easily result in over- and under-spending across your campaign.

Attribution 360 integrates direct mail information just like a digital channel so you can see what’s working, what’s not, and ways to drive performance across all channels. Attribution reporting—including conversion paths, exclusive reach, channel overlap, frequency capping, and optimization recommendations—has direct mail insights baked right in.

## How it works



Attribution 360 connects direct mail data with user-level digital and conversion data using a third-party data processor for safe, secure offline-to-online data onboarding.

**1. Mail Files Sent:** Your mailing list data and projected in-home dates are sent to a third-party data processor.

**2. Data Onboarding:** Your mailing list data is processed to sync the offline data with your online data.

**3. Map and Process:** Direct mail data is joined with other event data—impressions, clicks, and conversions—and integrated into attribution modeling.

**4. Automatic Results:** Direct mail insights are baked into attribution insights and optimization recommendations.

At Google, we are keenly aware of the trust you place in us and our responsibility to keep your privacy and data secure. As part of this responsibility, we let you know what information we collect when you use our products and services, why we collect it, and how we use it to improve your experience. The [Google privacy policy and principles](#) and your agreement with us describe how we treat personal information when you use Google's products and services, including Attribution 360.

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