

Google Attribution 360 Offline Connector

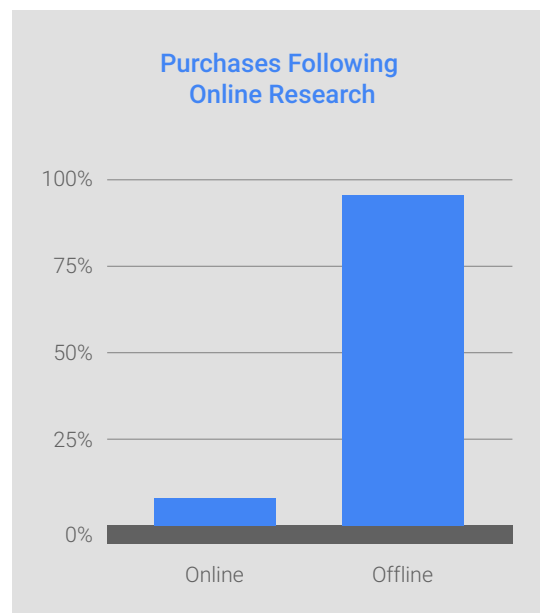
Reveal how digital marketing drives offline sales

"While more and more dollars are being spent on online campaigns, most purchases still happen offline. Any business that allows consumers to place orders via telephone, catalog, or in store is going to have offline data. That data becomes extremely valuable when brought online and fed into a powerful attribution platform like Google Attribution 360."

—Auren Hoffman
Former CEO,
LiveRamp

While consumers certainly research products online, a majority of purchases still occur offline. Forrester Research, Inc., Yahoo!, and comScore all report that 92% of purchases occurred offline following online consumer activity.¹ Measuring online conversions only can short-change the value of digital marketing.

Google Attribution 360, part of the Google Analytics 360 Suite, bridges the gap by connecting online marketing and offline conversion data. Matching online touch points with offline conversions reveals the full impact of digital marketing, whether consumers convert online, by phone, or in a brick-and-mortar store.



More powerful reach

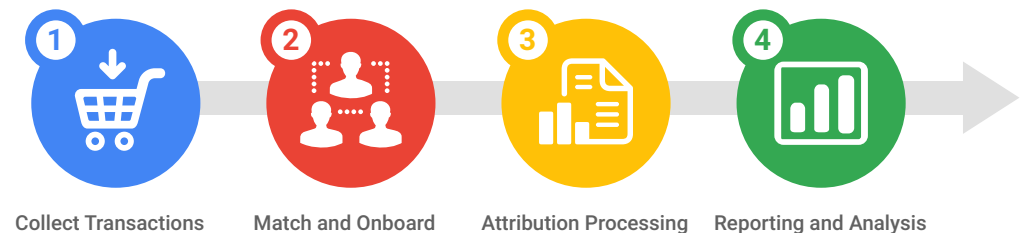
Attribution 360 allows you to measure digital marketing channels and tactics—down to creatives, keywords, targeting and more. With a powerful offline connector, Attribution 360 enables the same, granular analysis of offline activities.

Capturing offline conversions used to mean estimating from small samples, or panel-based data. Attribution 360 uses actual transaction data so every offline action is

¹ Fichardt, Chad. "How to build real trust with your ecommerce customers." Media Update. 9 April 2015. Web. 29 January 2016.

included in attribution analysis. You can see how online actions influence offline behaviors, and vice-versa.

How it works



The Attribution 360 offline connector reveals the impact of any online marketing channel—display, search, affiliate, email, social, and more—on offline purchases. It also reveals how offline marketing investments influence both online and offline purchases.

To do it, Attribution 360 integrates with third-party data onboarding partners:

- 1. Collect Transactions:** Marketer captures in-store, branch, dealer, call-center, or kiosk conversions and sends data to a third-party data onboarding partner.
- 2. Match and Onboard:** Data partners perform matching and onboarding of offline data.
- 3. Attribution Processing:** Onboarded transactions are modelled like digital conversions and attributed to marketing events such as impressions and clicks.
- 4. Reporting and Analysis:** Attribution 360 integrates offline data into attribution reporting.

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 describes how we treat personal information when you use Google's products and services, including Attribution 360.

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