

Google Attribution 360 Programmatic Connector

Add data-driven attribution insights to drive campaign optimization

"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."

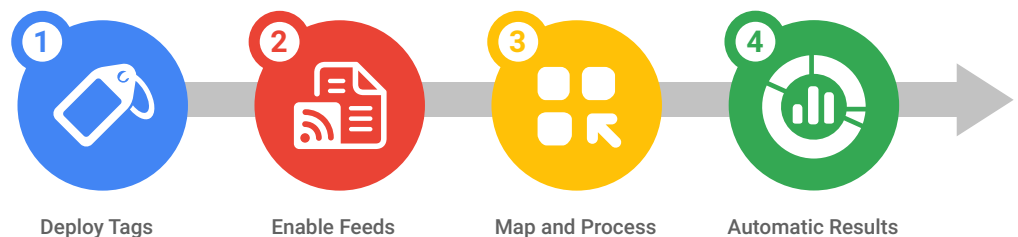
—Joseph Morrissey
Hyatt

Today, marketing success depends on making smart, data-driven decisions at every turn. Programmatic, bidding, and demand-side platforms (DSPs) improve performance by optimizing media buys on-the-fly. But, are you satisfied with the simple attribution models and siloed data sets these platforms offer to make buying decisions?

In the past, programmatic platforms could only access last-touch data from media they managed to make media buying recommendations. Operating in a data silo offers a distorted view of marketing performance and leaves cross-channel impacts unexamined.

Now, Google Attribution 360, part of the Google Analytics 360 Suite, delivers data-driven attribution insights directly to programmatic platforms, enabling your partners to make better buying decisions and drive incremental value.

How it works



Attribution 360 helps marketers get the best possible value from programmatic platforms. When your programmatic partners have seamless access to the most accurate cross-channel metrics, marketers can buy with confidence.

Attribution 360 offers the first-to-market standard for automatic integration with these partners. Programmatic platforms can receive data-driven attribution feeds as frequently as daily so they can optimize with a more accurate view of marketing performance.

1. Deploy Tags: Use Attribution 360 tags to collect impression and click data.

2. Enable Feeds: Programmatic partners send event data—bids, keywords, and display impressions—to Attribution 360, daily.

3. Map and Process: Tag data is joined with event data to add cost and context to each event, and is then integrated into attribution insights.

4. Automatic Results: Fractional results are automatically routed to programmatic partners each day so they can use more accurate data to bid more effectively.

Attribution 360 offers integration support for an extensive, constantly growing array of programmatic providers.

Step up to data-driven optimization

Don't let your use of real-time bidding and demand side platforms suffer from operating in a silo. Offer programmatic partners the ability to leverage the same data-driven attribution insights you use to measure overall performance—and watch them do a better job of optimizing your in-flight campaigns.

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