

 Partners

Google Analytics 360 Suite

What it is, and how it can improve your marketing

The Analytics 360 Suite

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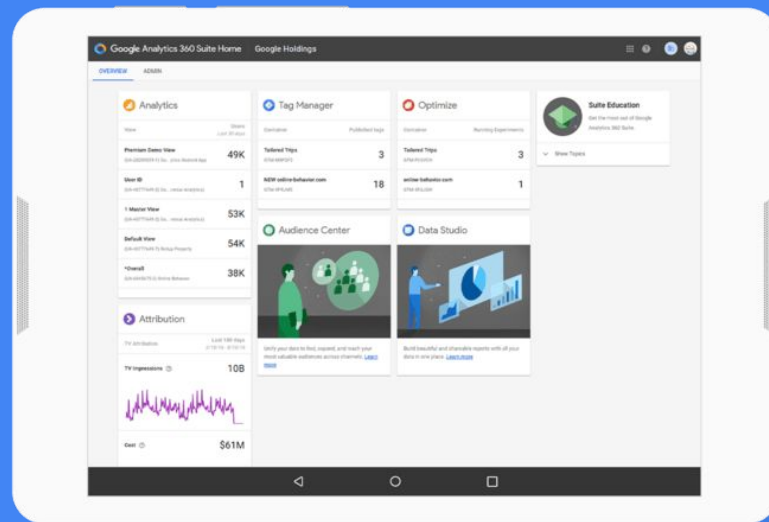
[Surveys 360](#)

An integrated, intelligent solution

Google Analytics 360 Suite is an all-in-one solution that lets you improve your marketing efforts and deliver a better customer experience.

Designed for enterprises, it integrates online and offline data and puts everything from analytics to attribution together in one powerful package.

So your enterprise can reach its goals, and get better results every day.



The 360 Suite products



Analytics 360

Enterprise level
digital analytics



Tag Manager 360

Superb tag
management



Optimize 360

Web testing and
personalization



Data Studio

Informative
dashboards and
reports



Attribution 360

Data driven
attribution



Audience Center 360

Data management
platform

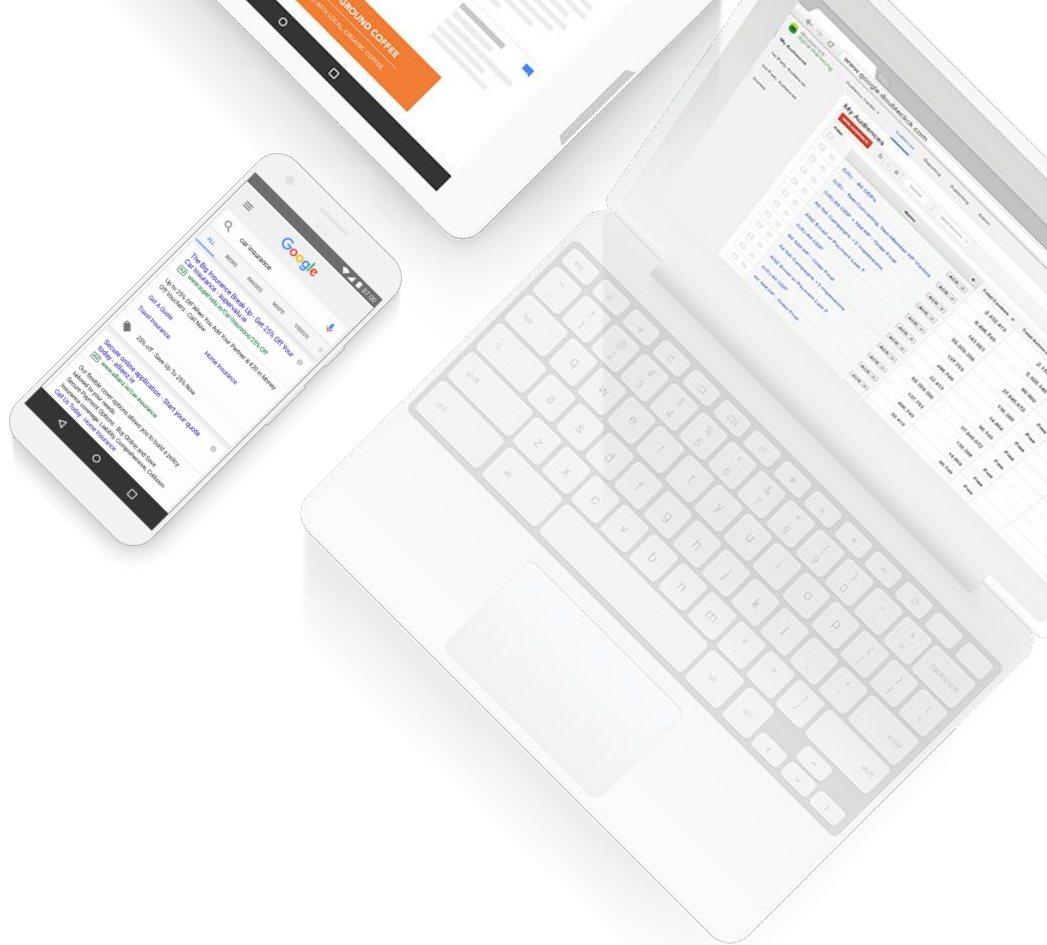


Surveys 360

Reliable market
research

Benefits and capabilities

- See all of your customer and marketing data in one place
- Share insights to maximize your company's efforts
- Create customized experiences for your visitors
- Seamlessly integrate Google and 3rd party data sources
- Access everything in one beautifully-integrated stack
- Control access across the suite

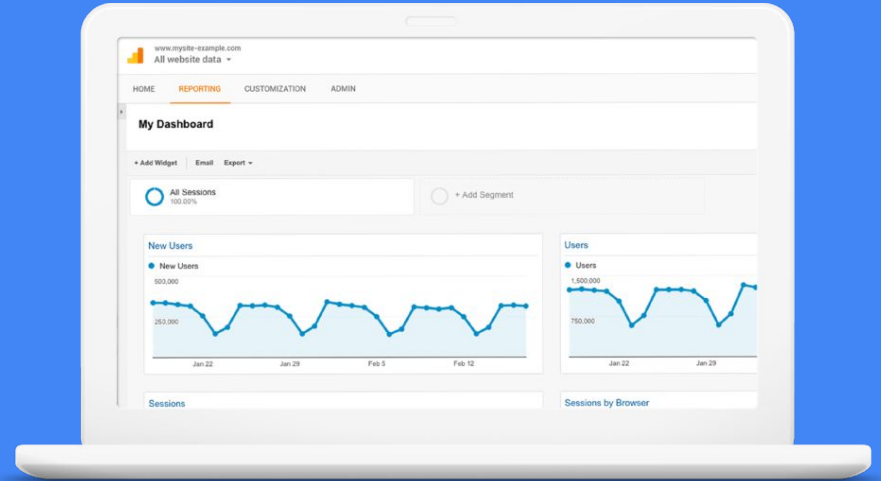


Analytics 360

Understand your users on a whole new level

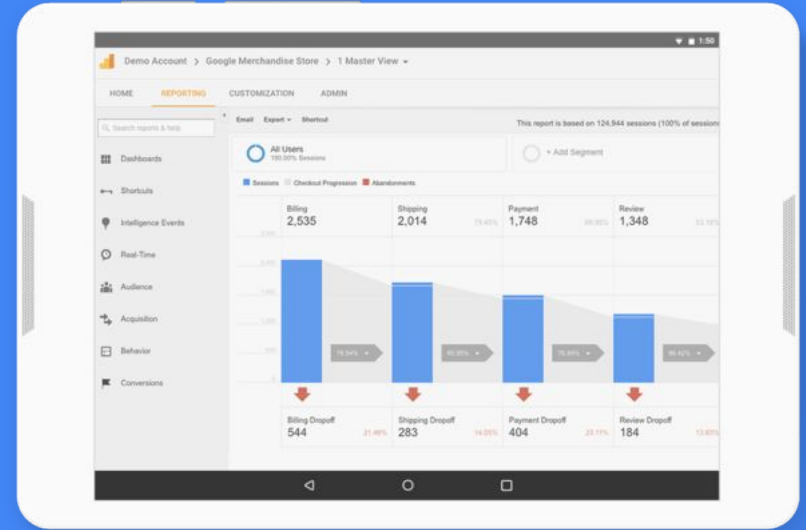
Analytics 360

Google Analytics 360 gives you enterprise-level tools to measure and analyze data from all of your touchpoints, giving you a deeper understanding of your customer experience.



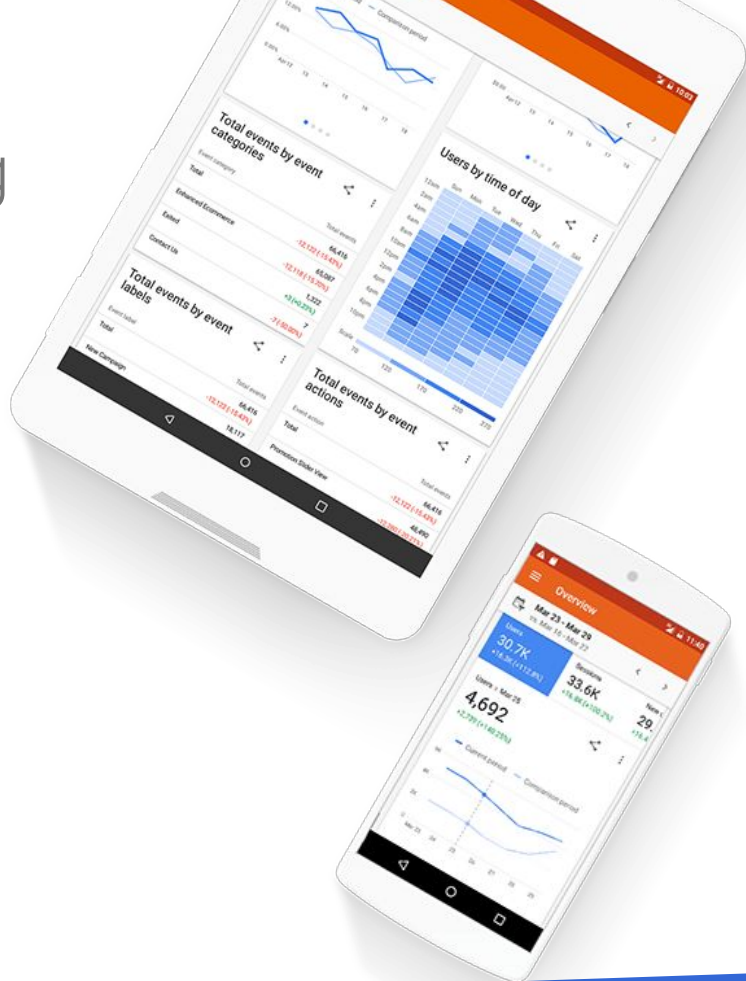
Analytics 360 benefits

- Leverage powerful data collection and management to create meaningful analysis, visualization, reporting, and activation
- Collect customer behavior data from online and offline sources in one place
- Analyze all of your advertising, so you can evaluate user experience and performance.



Some special features worth noting

- Raw data access - unrestricted by data caps
- Multi-touch, data-driven attribution
- DoubleClick and BigQuery integrations that help you build and analyze your programmatic efforts
- Enterprise-level service, support, and SLAs



How does Analytics 360 compare to Analytics?

Benefits	Analytics 360	Analytics
Native onboarding	AdWords, AdSense, Search Console, DoubleClick AdExchange, Firebase, DoubleClick Bid Manager, DoubleClick Campaign Manager, DoubleClick for Publishers, and DoubleClick Search	AdWords, AdSense, Search Console, DoubleClick AdExchange, and Firebase
BigQuery	Yes	No
Data freshness	Every 4 hours or faster	Not guaranteed
Views, custom dimensions, custom metrics	400 views, 200 custom dimensions, 200 custom metrics	200 views, 20 custom dimensions, 20 custom metrics
Funnels and attribution modeling	Advanced, customizable funnels and data-driven attribution	Basic funnels and attribution models

Tag Manager 360

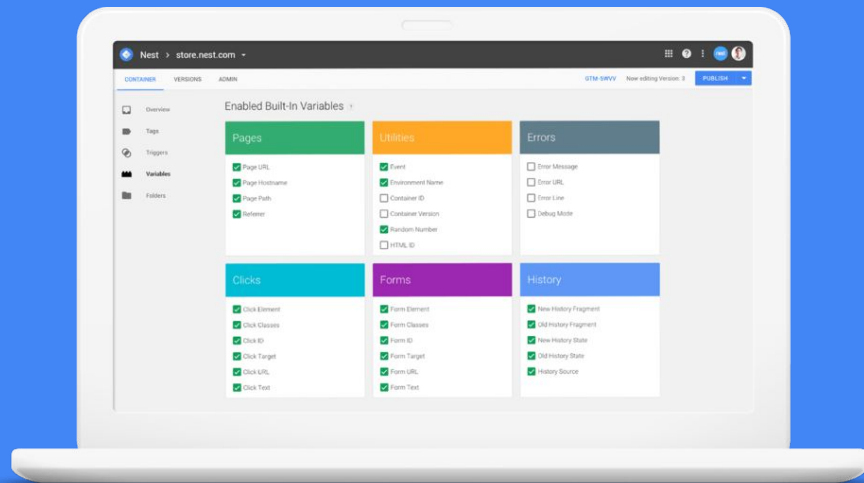
Easy, fast tagging

Tag Manager 360

Google Tag Manager 360 is a powerful tag management tool that gives you full control of how your tags are defined and fired.

It also gives you control over versions and account roles, and lets you quickly deploy Google and 3rd party tags.

That means you can launch programs faster, and make swifter decisions.



Tag Manager 360 benefits



Create, change,
and manage tags
and personnel with
ease



Access increased
security features
that allow version
control, as well as
black and white
lists



Test and
collaborate across
teams with
unlimited custom
environments



Enjoy integration
with the entire 360
Suite



Get
enterprise-level
service, support,
and SLAs

How does GTM 360 compare to GTM?

Benefits	Tag Manager 360	Tag Manager
Workspaces for concurrent tagging projects	Unlimited	3
User and account administration	Google Analytics 360 Suite administration	Basic
Implementation services	No	Yes
Support	Enterprise-level service, support, and SLAs	Self-service Help Center and community forums

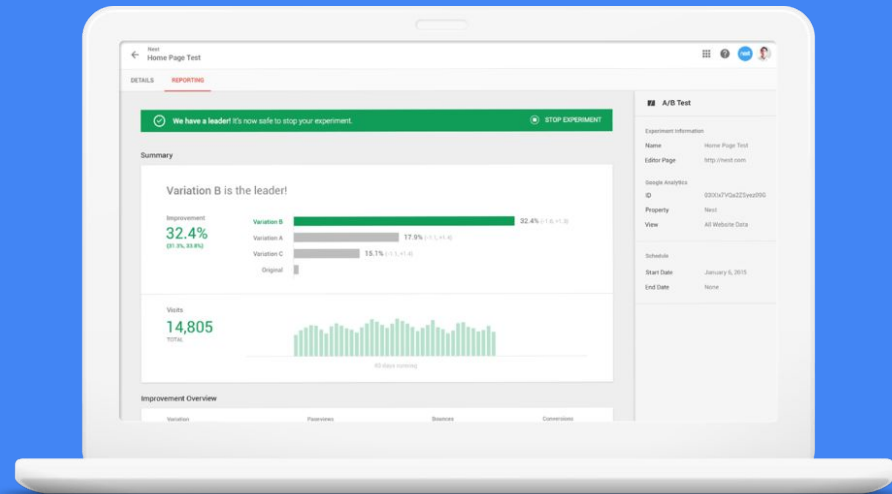
Optimize 360

Test, adapt and personalize your site

Optimize 360 (beta)

Google Optimize 360 is an easy-to-use website testing and optimization tool.

Use it to test variations of your website and deliver personalized customer experiences that work for your visitors - and your business.



Optimize 360 benefits

- Implement your customer insights smoothly and efficiently
- Create content that fits the moment
- Run complex, multivariate testing
- Use a visual editor to create multiple experiments
- Deliver personalized experiences to your custom segments



Some special features worth noting



Full multivariate testing to unlock your website's true potential



A WYSIWYG, drag and drop editor



Ad hoc experiment objectives that let you test your goals



Enjoy integration with the entire 360 Suite



Enterprise-level service, support, and SLAs

How does Optimize 360 compare to Optimize?

Benefits	Optimize 360	Optimize
Google Analytics audience targeting	Yes	No (can only target all traffic)
Multivariate testing	Full	Limited
Simultaneous experiments	Advanced	Basic

Data Studio

Dashboards that lead to insights

Data Studio

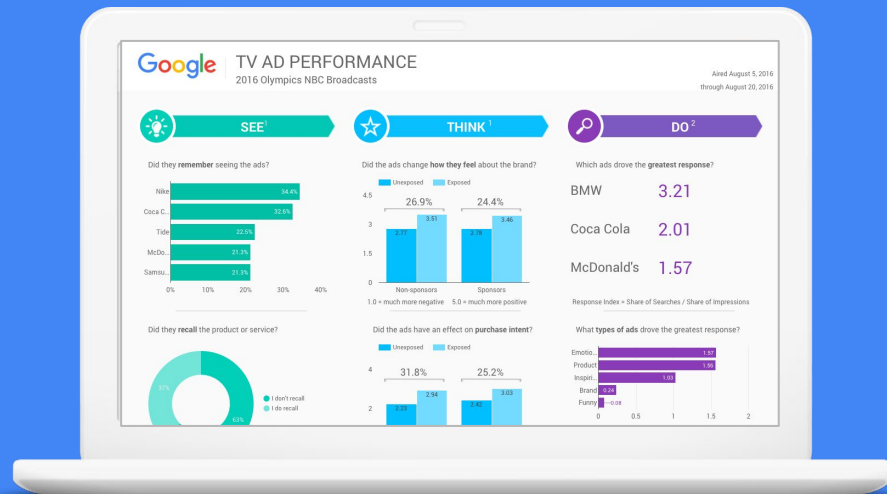
Google Data Studio turns your data into dashboards and reports that are easy to read, easy to share, and fully customizable. So you can enjoy better data visualization, and make better business decisions.

Data Studio integrates seamlessly with your Google data, as well as a growing list of 3rd party programs.



Data Studio benefits

- Combine several data sources and put them all to work
- Share, collaborate, and control your dashboards
- Create dynamic reports with interactive controls based on the dimensions that matter most to you
- Access reusable templates for creating quick, professional looking reports
- Generate unlimited reports - for free



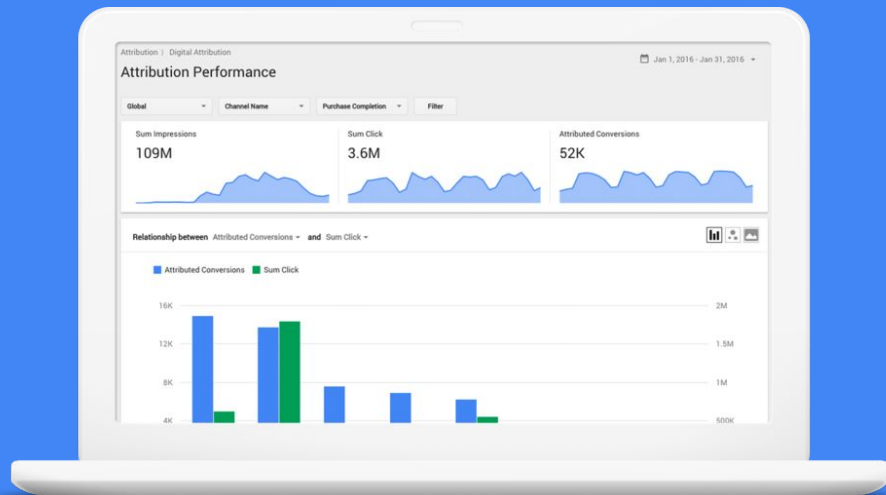
Attribution 360

Give credit where credit is due

Attribution 360

Attribution 360 (formerly Adometry) brings together online and offline media to let you measure and optimize marketing spend across all channels.

Measure the impact of your ads, make better decisions, and improve the customer experience and ROI.



Attribution 360 benefits



Understand where
all of your
customers are
coming from



Get TV, digital, and
marketing mix
attribution and
modeling all in one
place



Leverage
integrated insights
and machine
learning



Leverage integrated
real time bidding
optimization

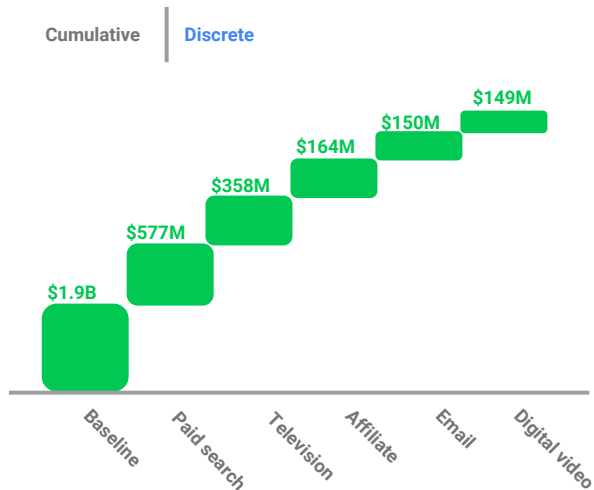


View your entire
marketing picture
or drill down into
specific channels

Some special features worth noting

- Airings data and digital response data that lets you understand how TV works
- Integration with DoubleClick Campaign Manager, to improve programmatic success
- Leverages Google's full machine learning to measure the effect of each ad
- Offline conversion connector so you can understand which in-store sales are connected to your digital marketing
- Enterprise-level service, support, and SLAs

Total sales



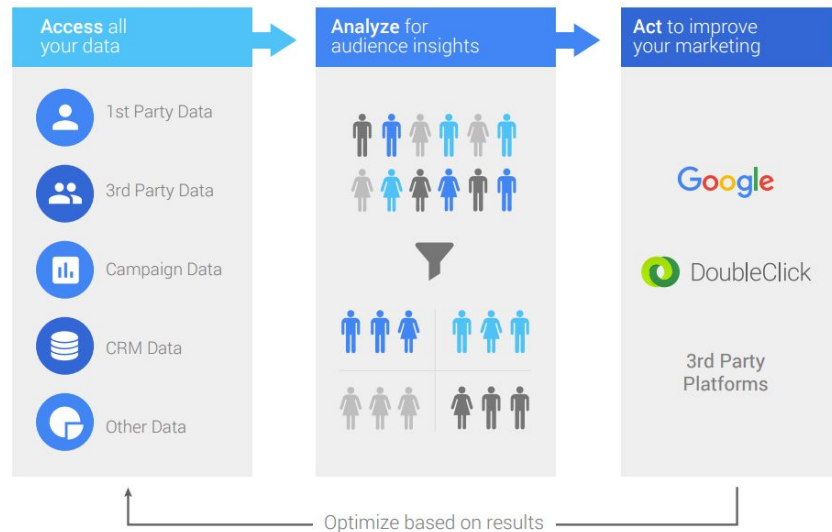
Audience Center 360

Understand your most valuable customers

Audience Center 360

Google Audience Center 360 is a data management platform that collects and organizes all your data sources.

It lets you identify your most valuable audiences, so you can reach them with the right message at the right moment.



Audience Center 360 benefits



Create incredible,
actionable
audiences from all
of your data



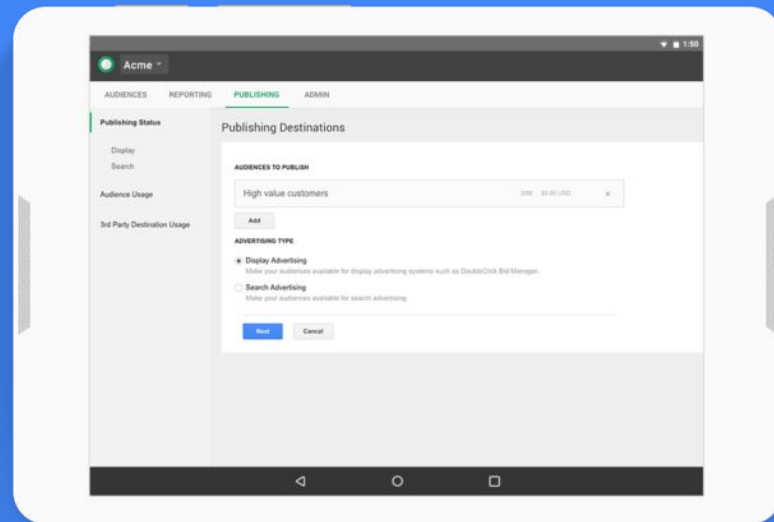
Get up and running
and gain powerful
insights in just 24
hours



Build, segment and
test audiences to
optimize your
marketing efforts

Some special features worth noting

- Native integrations with Google products, giving you seamless access to your campaign, audience, and usage data
- Analytics and reporting on ads, audiences, and locations
- A/B/n testing up to 10 groups in a test
- Integration with Google and 3rd party sources, both incoming and outgoing
- Cross-channel ad frequency caps to optimize messaging
- Enterprise-level service, support, and SLAs



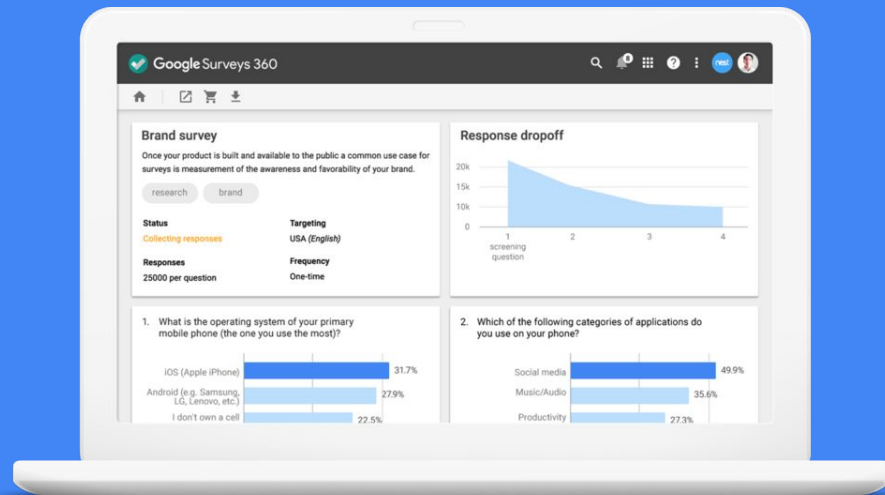
Surveys 360

Make better decisions with market research

Surveys 360

Google Surveys makes it easy to get fast, reliable insights from consumers across the internet and on mobile devices.

Ask consumers questions important to your business, get accurate answers, and unlock meaningful insights you can use in your business.



Surveys 360 benefits



Ask your customers what they think, directly



Ask the right audience by targeting user lists and zip codes



See results from highly-accurate representative samples



Offer incentives to increase response rates



Generate actionable, analyzed data that is easily shared

Some special features worth noting

- Occupation and industry targeting for hard to reach audiences
- Option to generate online ratings that show up in Google searches
- Survey respondents across multiple devices, including your website
- User-list targeting
- Enterprise-level service, support, and SLAs



How does Surveys 360 compare to Surveys?

Benefits	Surveys 360	Surveys
Zip code targeting	Yes	No
Custom panels	Yes	No
Occupation and industry targeting	Yes	No

Ready for better integration, insights and results?

Get started with the Google Analytics 360 Suite

google.com/analytics/360-suite/