



See how all your marketing channels work together with Multi-Channel Funnels

At a glance

Multi-Channel Funnels lets you see:

- Which channels initiate, which assist, and which complete conversions
- Interactions with many digital channels, including clicks from paid and organic searches, affiliates, social networks and display ads
- How many channel interactions are needed to close sales—and how long it takes

For more information, please visit www.google.com/analytics/features/multichannel-funnels.html.

Online purchases and conversions don't just happen all at once. Your prospects learn about your business over time, using a variety of channels. What role did prior website referrals, searches and ads play in conversions? How much time passed between the first time prospects saw your website and the decision to purchase?

Now you can find out. With new Multi-Channel Funnels in Google Analytics, you can see exactly which channels influenced your customers' decisions—giving you a more detailed and accurate view of what works and what doesn't.

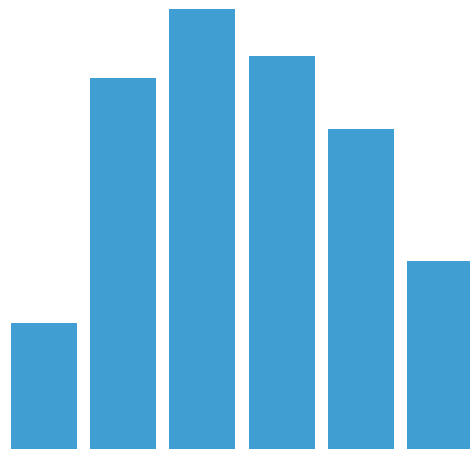
What are Multi-Channel Funnels?

Multi-Channel Funnels are a new set of reports that let you:

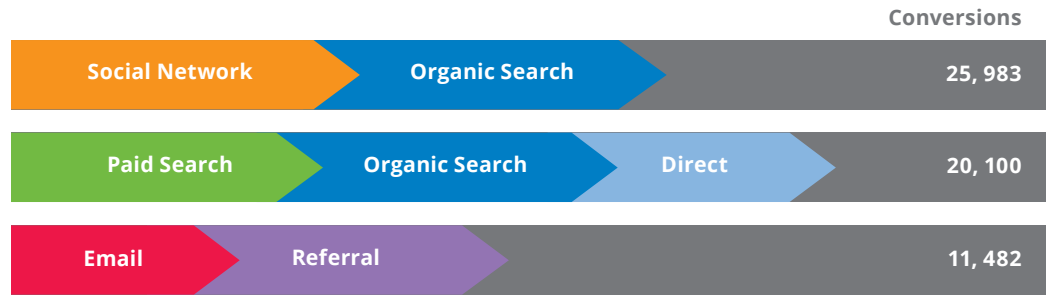
- See your marketing activities as combinations of channels rather than isolated tactics.
- Optimize your website after seeing the paths your customers took to conversion and the number of interactions they had before purchase.
- Refine your marketing tactics according to insights about how various channels work together.

Your customers interact with many online channels before ever completing a transaction. They may initially come to your website through a banner ad or via organic or paid search, then go to your Facebook or LinkedIn profile to learn more about you. They may even look to offline channels such as print or broadcast for more information. All these sources work together to generate sales and conversions.

Say, for example, your last-click conversion tracking shows many conversions coming from organic search and direct visits. But you know your social media channels get heavy traffic and you sense that your paid search and email campaigns help to drive a lot of traffic to your site. But you can't measure what part they play.



Multi-Channel Funnels reports can show you the big picture. Here's a visual representation of the channel interaction and conversion path data available with Multi-Channel Funnels:



About Google Analytics

Google Analytics provides a powerful web analytics solution that's easy to use across your entire enterprise. Industry-leading tools designed with Google's signature simplicity give your decision-makers the insights they need to improve the performance and ROI of their marketing and online initiatives.

For more information visit: google.com/analytics.

The reports show which channels customers used during the 30 days prior to conversion or purchase.

Five Multi-Channel Funnels reports give you a clear view.

- **Overview** shows a snapshot of total conversions and conversions assisted by more than one channel.
- **Assisted Conversions** shows which specific channels, campaigns or keywords assisted, and how. It's especially valuable in clarifying the contributions of new campaigns or channels, so you can refine and optimize tactics.
- **Top Paths** shows different routes customers take before conversion. You can view paths using filters such as "campaign" or "keyword" to see which paths through your funnel work best.
- **Path Length** shows the number of interactions visitors had with your channels, helping you determine whether specific channels or "last clicks" were responsible for conversions.
- **Time Lag** shows you the amount of time between customers' first channel interaction and conversion.

To learn more and find out how to access reports, visit www.google.com/analytics/features/multichannel-funnels.html.

"Multi-Channel Funnels allows us to do attribution analysis on our online marketing activities, looking at them as combinations of channels and steps of varying success, rather than last-clicked channels working alone and getting all the credit."

—Chetan Patel, Vice President of E-Commerce, Onyx Hospitality Group
