

# Your customers are unique, why aren't your web experiences?

Testing and personalization made easy

*"We've perfected our tracking in Analytics 360, so it's great that Optimize 360 lets us use our existing Analytics 360 events as key metrics for our tests. A recent experiment on key web design elements on our order page led to a 26% lift in ecommerce conversion rate!"*

**— Laura Cavanaugh,  
Data Analytics Manager,  
The Motley Fool**

Your website is your front door today, whether you're a global giant or a local shop on Main Street. The first impression your customers get on your website—an experience that is warm and personal or plain and one-size-fits-all—is the moment when they decide to stay and buy or to leave.

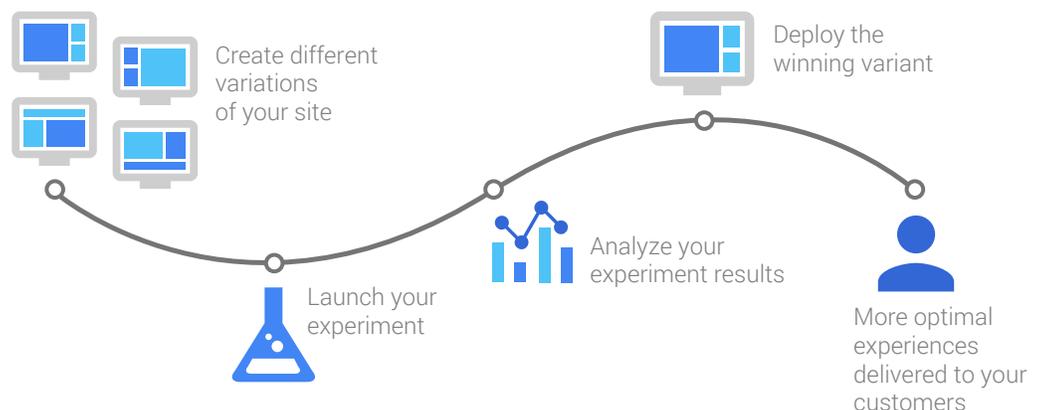
**Optimize 360** is a new Google product that lets you create and test compelling new experiences for your website visitors. It helps you to see exactly how changes to your site influence how customers behave and convert, and to deliver more personal web experiences to every customer from that "front door" greeting through the sale and over again.

Optimize 360 is built on top of the deeply detailed customer behavior and segmentation data available in Google Analytics 360. Whether you find underperforming pages that need improvement or you want to better connect with your highest-value users, Optimize 360 helps you to take immediate action.

## Discover the best experience

Change and test just about anything on your site—text, images, layout and more—for any segment of customers with Optimize 360. You might do something as simple as giving your best customers a custom message at checkout, or testing a completely redesigned order page for everyone. Optimize 360 is simple to use so that anyone in your company can understand how to set-up and deploy an experiment quickly and effectively.

Analytics 360 already measures important site actions like sales, content downloads and video views. The native integration between Analytics 360 and Optimize 360 makes it easy to measure your experiments against those same business objectives. Optimize 360 then uses advanced statistical analysis for each experiment to determine which experience performs best for those objectives.



*"We love the fact that Optimize 360 seamlessly integrates with the products we already use and depend on to make critical business decisions. The ease and speed of setting up tests has really opened doors for us: with Optimize 360, our data science and marketing teams are now able to rapidly prototype experiments that combine our own CRM data in BigQuery with our Analytics 360 audiences to deliver truly personal web experiences for our customers."*

**— Andrew Duffie, Director of Analytics, APMEX**

You can also use your Optimize 360 experiment data in Analytics 360 reporting to analyze how your experiment affects new visitors, returning high-value customers, or any other user segment.

## Get personal

Optimize 360 does more than just test. It helps you move from a one-size-fits-all to a one-to-one interaction with your customers. You can create more personal experiences for users based on who referred them to you, how they're behaving in real-time, or what device they're using.

You can run tests for audiences you've already created in Analytics 360, then deploy the winning experience just to them with a few simple clicks. Perhaps you want to share a custom deal to reward your best customers, or design a homepage shown just to first-time visitors. You'll be amazed with your results when you stop optimizing for the average customer and start optimizing for each customer.

Want to go deeper? Export your data to BigQuery for more detailed analysis, which you can then use to power even more advanced personalization for your site. Decide what, who and when you want to test and Optimize 360 will take care of the rest.

## Start creating better experiences for people today

With Optimize 360, you'll enjoy a testing and personalization experience that integrates seamlessly with the complete Google Analytics 360 Suite. So you can build that perfect front door for each user and deepen the customer relationships you've worked so hard to develop.

Learn more about Optimize 360 at [g.co/optimize360](https://g.co/optimize360).

---

### 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)