DELVE
feature brief

Google Analytics 360 Feature Brief

Know your customers to drive better marketing decisions

Introduction

UNDERSTAND HOW CUSTOMERS INTERACT WITH YOUR SITES, APPS, AND ADS

Customers interact with brands across multiple channels and devices, both online and offline. These complex paths to conversion can make it difficult for marketers to connect the dots into a single picture of marketing performance.

Analytics 360 helps brands understand customer behavior that drives revenue across all channels and devices, both online and offline. It centralizes all marketing data into a single platform and connects the dots in a meaningful way, so marketers can understand the real impact of their marketing efforts and make better decisions on marketing investment.

ANALYTICS 360 HELPS MARKETERS:

1) Track information about customer engagement in a single tool

2) Apply sophisticated analysis, segmentation, and reporting

3) Uncover new insights about customer behavior and traits

4) Identify what works and what doesn't to drive revenue and sales

5) Act on this information for more strategic marketing investment

Analytics 360: Data collection & management

Analytics 360 enables marketers to collect and manage their marketing data in a single, easy-to-use tool. This gives marketing teams a single point of reference to better understand marketing performance and simplifies analysis and reporting.

Analytics 360 integrates natively with:

- Google Tag Manager 360, which makes tag setup, tag management, and tag maintenance seamless
- Google Ads, Search Ads 360, and Display & Video 360, so marketers can track campaigns managed in Google Marketing Platform at the click of a button

Analytics 360 also supports powerful collection APIs to import customer interaction data from any third-party system. Once this data is integrated, marketers can execute a sophisticated analysis of the full data set without sampling and see hard numbers on real marketing performance.

Analytics 360: Data analysis & visualization

Google Analytics 360 offers sophisticated data analysis capabilities: advanced filtering, custom channel groupings, custom content groupings, custom purchase funnels, and calculated metrics. It gives marketing teams precise control over how their data is categorized and viewed.
Powerful segmentation capabilities help to understand detailed information about customer traits and behavior.

All analyses can be quickly customized, visualized, and shared as reports or dashboards. This gives marketing teams a fast, efficient, and impactful understanding of how their marketing efforts are driving results.

Analytics 360: Reporting

Analytics 360 gives marketers powerful reporting across ad performance, audiences, conversion paths, customer behavior, purchase funnels, and user flow. It also provides roll-up reporting across multiple properties and can be used to isolate marketing performance to specific countries or sub-brands to customize the marketing strategy for different audiences and products. Marketers can easily share global reporting across their organization to keep stakeholders informed and keep collaboration efficient.

Analytics 360 data is updated in real-time with guaranteed data freshness.

Analytics 360: Data activation

Real-time insight in Analytics 360 helps marketers diagnose, troubleshoot, and stay informed on data quality as the data is collected and processed.

Analytics 360 predictive metrics give sophisticated insight into the predicted performance based on machine-learning algorithms that help to identify which customers are most likely to convert versus which ones will generate the most revenue over time. This insight together with the powerful audience segmentation tools will show marketers meaningful traits of their highest value customers and will help to optimize marketing strategy to reach similar, high revenue engagement.

Native integrations with Google Marketing Platform products allow activating this insight for better ads buying across multiple media channels to reach the customers who are most likely to purchase high revenue items or purchase repeatedly over their customer lifetime.

Analytics 360: Integrations

Analytics 360 integrates with Google Marketing and enterprise-level business products:

- Tag Manager 360
- Google Ads
- Search Ads 360
- Display & Video 360
- Surveys 360
- Optimize 360
- Google AdSense
- Data Studio
- Salesforce Sales and Marketing Clouds

These seamless integrations help connect the dots across all Google and Salesforce marketing data. Any additional data from third-party platforms can be connected with the data import capabilities of Analytics 360.

Connection all of the centralized marketing data in Analytics 360 with powerful machine learning tools in Google Cloud helps to run even more advanced analysis to understand customer behavior and marketing performance at an even deeper level.

Why leading marketers work with DELVE

DELVE is a digital consultancy trusted to drive powerful insights, smarter marketing, and better results for the world's leading brands. DELVE uses best in class technology to help marketers build better performing marketing programs, and help brands connect with customers in more powerful ways.

DELVE is a certified Partner & Reseller for both Google Marketing Platform and Google Cloud Platform. With deep expertise in measurement, media, and advanced analytics, we work closely with our clients to design, deploy, and manage data-driven marketing programs that drive better results, faster.

BUYING ANALYTICS 360 FROM A CERTIFIED RESELLER
Leading marketers work with Analytics 360 resellers because we offer the most competitive prices, the most complete services, and the most responsive support.

DELVE offers 120 hours of service for free with every Analytics 360 contract purchased. These service hours can be used for Analytics 360 setup and implementation, tracking and tagging deployment, or other marketing-related consulting.

Analytics 360 costs $12,500 per month. However, DELVE works with marketers to customize this pricing based on broader marketing goals and additional marketing initiatives.

Contact us today for a specified quote.