

Google Analytics Premium: Marketing analytics solutions for enterprises

For more information visit:

google.com/analytics/premium

Google Analytics Premium was built to help enterprises see the full customer journey and act quickly on what they learn. It is both powerful and flexible, and integrates with Google's full suite of advertising technology products. Businesses receive data collection and analysis tools across a broad range of user activities that's immediately actionable. Premium also integrates with data from your CRM and offline sources to give you a complete view of the customer behavior. Plus, Google's complete training package and dedicated support team are included, so getting started is easy. With Google Analytics Premium, it's all built in.

Enterprise data made accessible, finally

Enterprise needs are sophisticated. The right analytics solution has to scale for not just a few people, but throughout the whole company. Google Analytics Premium does just that, making the key metrics that drive your business accessible and actionable for marketers, data scientists and everyone across your organization.

"Google Analytics Premium has given everyone at Gilt quick, easy access to insights about our business. It has enabled true 'self-service' data across the company."

– Ana Kravitz, Senior Manager of Web Analytics, Gilt Groupe

Integrated and complete

Google Analytics Premium is deeply integrated with products and tools across the full Google suite. Cross-platform connections start with Google products like AdWords, Google Display Network, DoubleClick Digital Marketing, and more. Premium also integrates with data offline data sources, including your CRM, to give you a complete view of customer behavior. Our data-driven attribution model can assign value to marketing touch points algorithmically across a customer's journey and show you the digital channels, devices, and keywords that truly drive incremental value. Businesses can easily integrate with BigQuery to analyze and join massive, multi-terabyte datasets in seconds. And you can even take advantage of Google Tag Manager to complete the entire marketing suite.

"The HomeAway business model requires a sophisticated, well integrated solution to assign evidence-based credit to our marketing efforts. Data-Driven Attribution gives us the ability to make confident decisions that deliver positive business results."

- Mike Osborn, Senior Vice President Global Marketing, HomeAway

Automated for fast action

Data is only as good as the results it drives. That's why Google Analytics Premium is built to create actionable insights that boost your bottom line. Google Analytics Smart Lists, for example, lets businesses use website conversion data to generate a segmented audience list automatically through machine learning. You can take those highly targeted lists and remarket to people through our integration with DoubleClick Bid Manager. The result: instant and personalized marketing.

"We added Google Analytics Premium and DoubleClick Bid Manager integration this year in order to further optimize our strongest lead generating campaigns. 70% of our display leads come from our retargeting campaigns, and the Google Analytics Premium and DoubleClick Bid Manager integration allows us to move beyond optimizing by site and creative, to quickly personalizing creatives - optimizing using our knowledge of distinct visitor segments not just generic visits."

- Melissa Shusterman, Strategic Engagement Director, MaasMedia

Powerful, secure, reliable

Your staff does its best work when it has numbers that are robust, reliable and up-to-date. Google Analytics Premium makes it happen with over 1 billion hits a month of data that is:

- Completely accurate and unsampled
- Owned and fully controlled by you
- Safe and secure
- 4-hour fresh
- Guaranteed with a Service Level Agreement

As with all Google products, Analytics is built on our secure and reliable global infrastructure, used and trusted daily by billions of people. You'll have guaranteed reliable data access, 24/7.

"Google Analytics Premium increased the speed and accuracy of actionable data that drives our business."

- Ken Wach, Vice President, Marketing, Intuit Inc.

Dedicated Google support team

You get powerful, custom, high-touch support with Google Analytics Premium.

- *Onboarding made easy.* We start with a thorough implementation analysis for your business, help you install, and provide full access to support & training materials. We'll make sure that Google Analytics Premium meets your needs and requirements.
- *Your own account manager.* This expert will be your day-to-day business contact, working as a natural extension of your marketing and web development teams. Google account managers are devoted to your success.
- *Live technical support 24/7.* Our help desk system escalates and tracks your concerns to a fast resolution. If a high-priority issue arises after business hours, just tell us it's urgent and our 24/7 emergency processes will kick in.

"Google has a team of first-class support people on call that have worked with us to customize our implementation and continue to help us to maximize our returns from Google Analytics Premium."

- Satnam Singh, VP Analytics & Site Optimization, Travelocity

Education and training

Google Analytics Premium has its own dedicated training team. We'll train your business analysts and technical staff on all key topics related to Google Analytics Premium. Your team will get access to new education and training before anyone else, plus exclusive access to beta feature tests.

You'll also get access to Google Analytics Academy, with online courses covering a wide range of data and analysis topics. Your team members can improve their skills at their own pace with lessons from Google's digital analytics experts, complete with quizzes, practice exercises, and course forums that let them engage with other students and analytics experts.

"With Google, we're getting actionable insights, whereas before we were just getting a lot of data."

- Lee Pinnington, Multi-Channel Marketing Director, Matalan

Is your enterprise ready for Google Analytics Premium?

Learn more at google.com/analytics/premium or reach out to your Google account manager for more information.



Google Analytics Premium
Measuring the full customer journey

About Google Analytics Premium

Google Analytics Premium is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful and comprehensive, large organizations can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. And with integrations across Google media properties and DoubleClick Digital Marketing, advertisers can instantly link accounts for real-time, automated marketing. For more information, visit google.com/analytics/premium