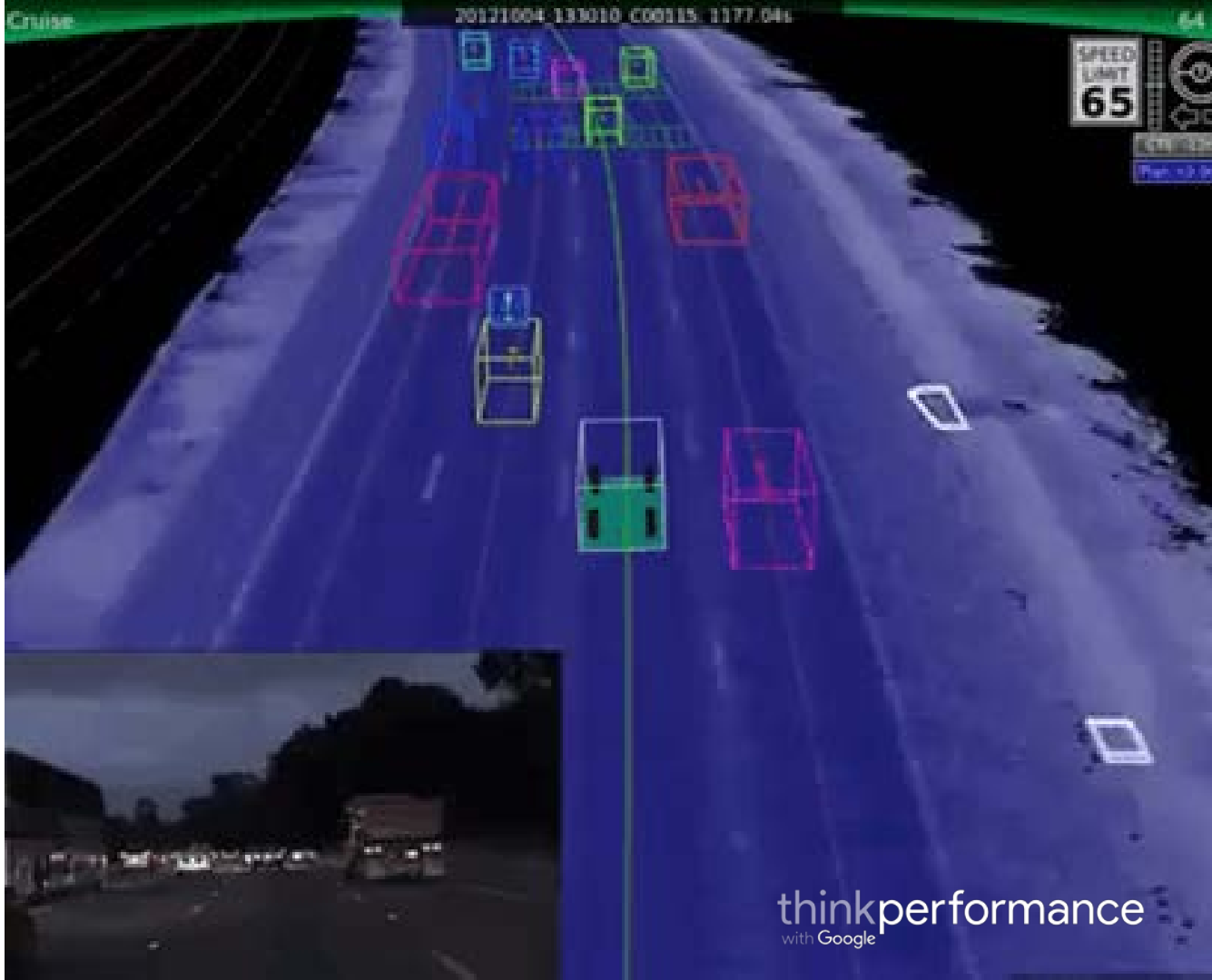
thinkperformance
with Google

Повышение эффективности бизнеса с Google Analytics 360. Демо

Nadav Moskovitch
GA360 Partner Manager-
EMEA Emerging Markets


Cruise
20121004_133010_C00115_1177.04s
SPEED LIMIT
65
thinkperformance
with Google

Current environment is challenging

Forrester

Data Sources Fragmentation

Difficult to Use

Silos in the organisation

Importance of Customer experience

Google Analytics 360 Suite

Live Demo

You have results - it's now safe to stop your experiment. A clear leader has been found.

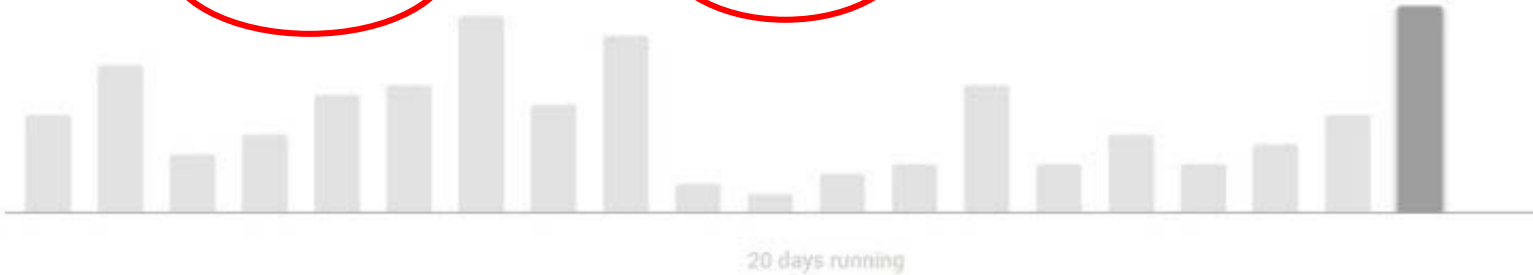
Alternative **Price Text** is the clear leader for the **Clicks** primary objective.
We recommend you deploy it.

Variant	Improvement	Probability to beat baseline	Probability to be Best
Alternative Site Image	39.73% (-2.07% - 65.45%)	97%	97%

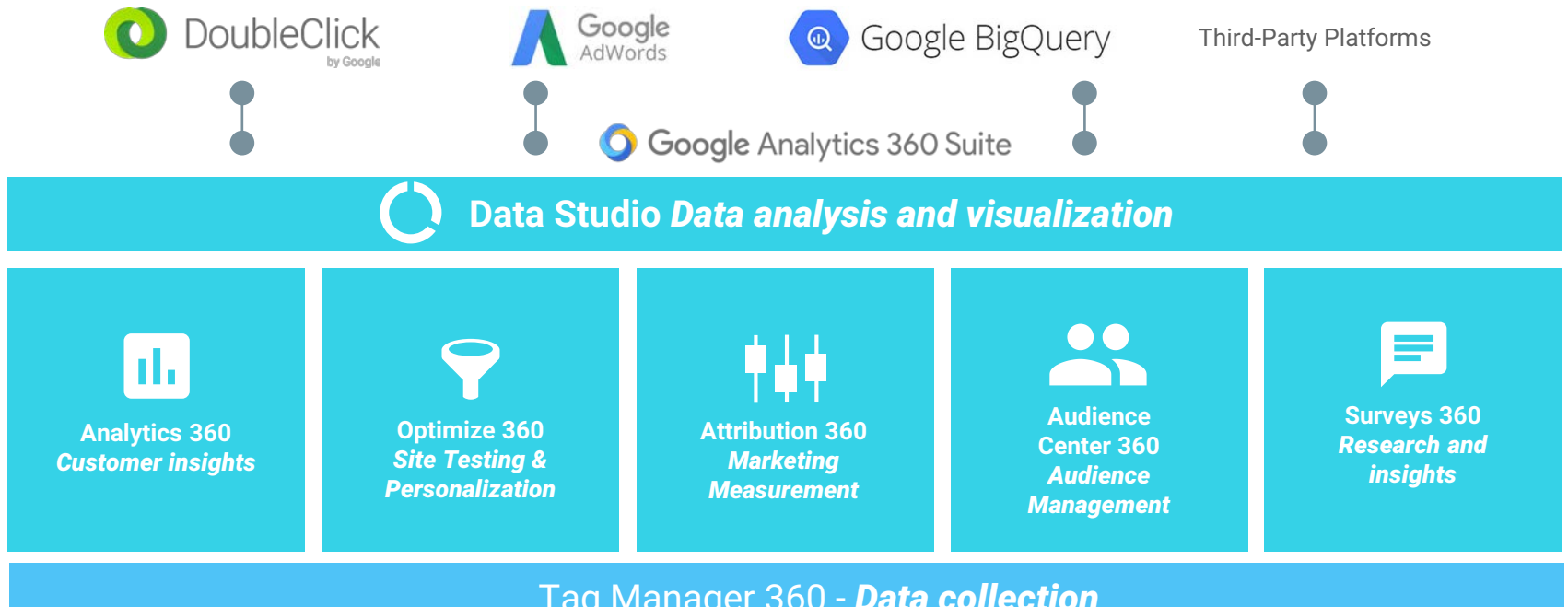
EXPERIMENT SESSIONS

196

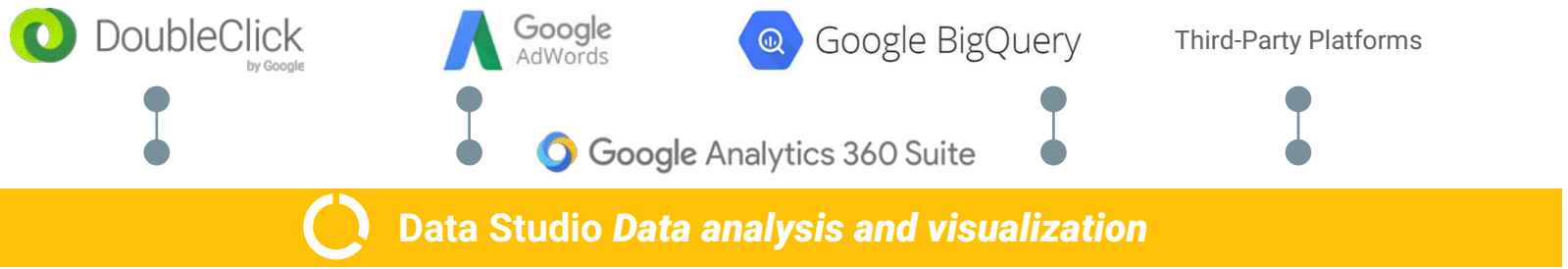
TOTAL



Google Analytics 360 Suite



Google Analytics 360 Suite



Google Analytics 360 Suite

Google Analytics 360 Suite

Data Studio *Data analysis and visualization*

Analytics 360
Customer insights

Optimize 360
Site Testing & Personalization

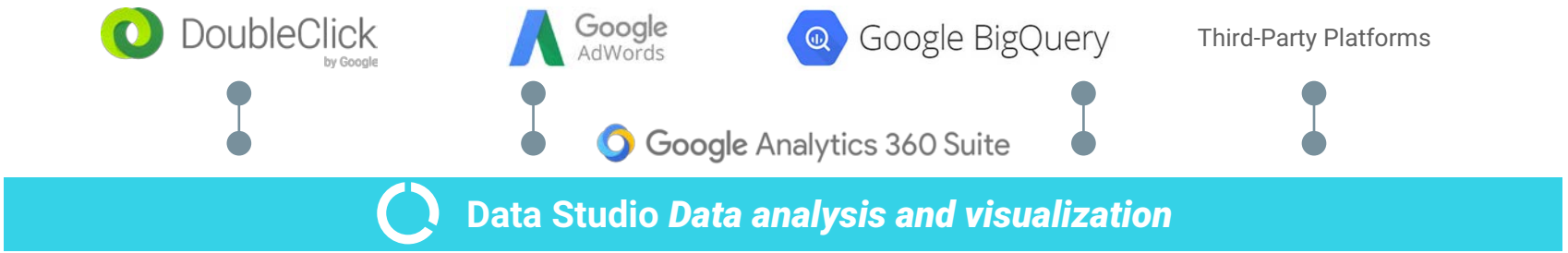
Attribution 360
Marketing Measurement

Audience Center 360
Audience Management

Surveys 360
Research and insights

Tag Manager 360 - ***Data collection***

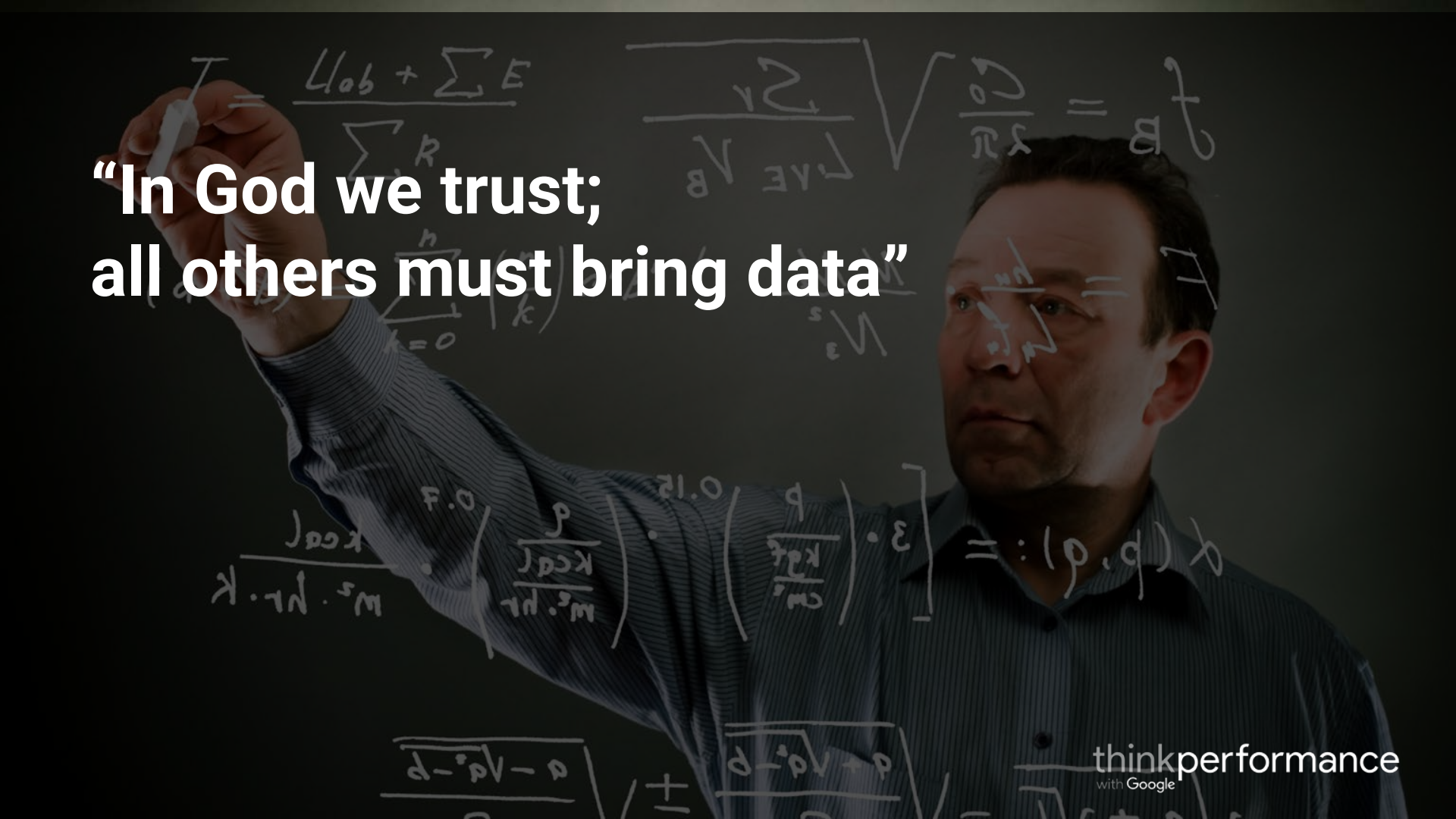
Google Analytics 360 Suite



Google Analytics 360 Suite

What can you do today?

- Use free Google Analytics
- Use free Optimize for A/B and Multivariate testing
- Talk to Google about Attribution Beta
- Work on your measurement with an Agency/Partnerz


“In God we trust;
all others must bring data”
thinkperformance
with Google

Спасибо!