

Marketer's Guide to Buying

GOOGLE ANALYTICS 360



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MARKETER'S GUIDE TO BUYING ANALYTICS 360

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A FRIENDLY NOTE

FROM STEVE KOZMA | Director of Analytics



ONLINE, EVERY CLICK, SWIPE AND "HIT" CONTAINS A WEALTH OF INFORMATION... AND PROFIT. WHEN BUYERS VISIT YOUR SITE THEY REVEAL:

- **WHAT THEY WANT YOU TO SHOW THEM**
- **HOW THEY WANT TO EXPERIENCE IT**
- **AND WHERE THEY WOULD LIKE TO FIND IT**

To ignore this information would be like a retailer putting product on shelves behind secure glass, opening its doors to the public and walking away. Prospects and customers may look, but no one will ever know what captured their attention or when they decided to buy.

Some digital marketing tools act like a retail associate who opens the doors and

then stands behind the counter. He might see a little of the customer's response, but not all of it. If asked, he'd extrapolate – meaning guess – based on what little he saw. Google Analytics is a lot like this.

Some tools act like the associate who walks right up to the customer. She engages in conversation and observes every smile, frown and glance. Her observation allows her to create a very personalized experience. That's Analytics 360, often called A360.

Previously called Google Analytics Premium, this application provides complete data and reporting of every single click, swipe and "hit". A360 uses all your data unlike Google Analytics which uses only some of the data to create reports.

It begs the question...who's the better sales person: the one who guesses about the customer, or the one who understands the customer's buying habit? Like the top-selling sales rep who delivers great scouting reports to marketing, A360 collects data about a customer's online visits and provides in depth reporting so marketers can understand customer preferences.

The data from A360 informs every group in a marketing department – both digital and traditional marketers. Digital marketers use the data to improve the user experience and improve conversion rates. Traditional marketers can gain a deeper understanding of how target buyers interact with their efforts and online sources.



THE CASE FOR ANALYTICS

- A MARKETING ESSENTIAL

WHAT DO MARKETING SALARIES, MARKETING CAMPAIGNS AND SOFTWARE TOOLS LIKE ANALYTICS 360 HAVE IN COMMON? THEY ALL BELONG IN MARKETING BUDGETS.

Think of it this way, computers and internet access are built into the company budget to ensure the productivity of employees. In the same way businesses need PCs and technology, marketing needs analytics tools applied with expert guidance to maximize the success of marketing campaigns.

Detailed analytics helps marketers to develop a fuller and more complete picture of a brand's many diverse buyer personas. This enables a marketing department to create more customized, personalized

campaigns that reach each buyer where they spend the most time – in App, on mobile, via desktop search or even offline.

One big feature of Analytics 360 is its ability to create custom audiences. It gives a single marketer the power to follow the trends, interests and behaviors of target audiences and create reports for analysis in real time. Where data collection and analysis like this once took marketing departments days – or even months! - to complete, it can now be done in minutes.

**DESPITE ITS NUMEROUS BENEFITS,
ANALYTICS 360 ISN'T FOR EVERYONE.
IS IT RIGHT FOR YOU?**

LET'S TAKE A LOOK...



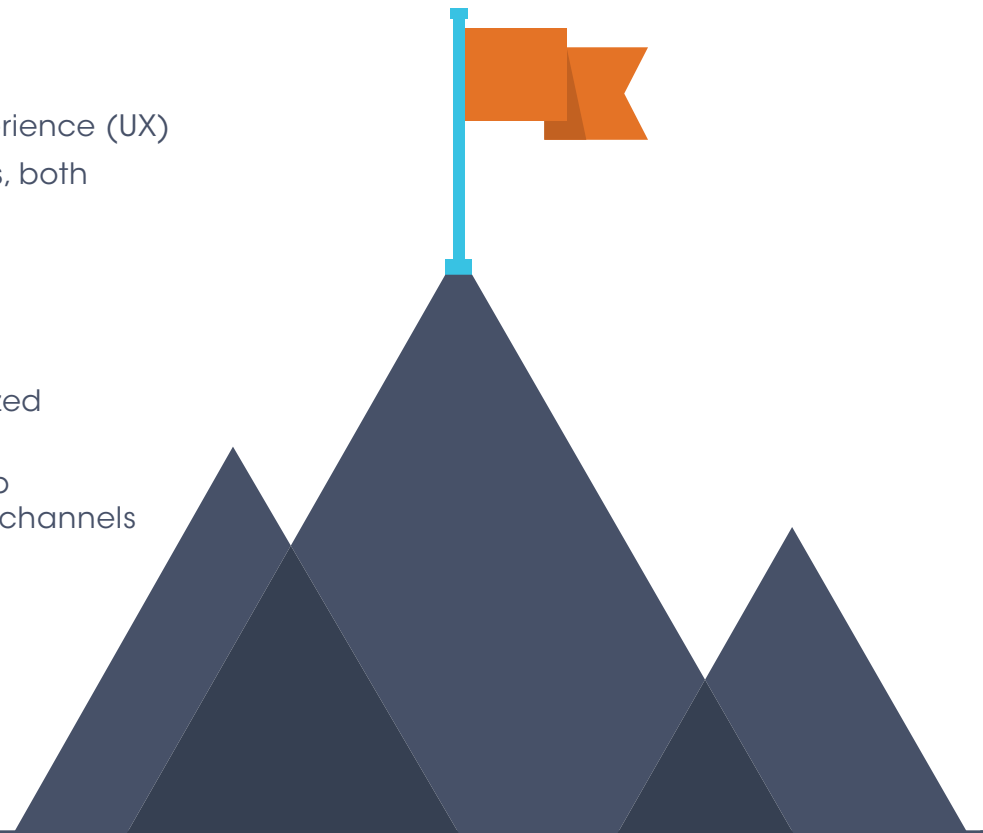
IS ANALYTICS 360 RIGHT FOR YOU?

Analytics 360 can deliver big benefits to a brand and its bottom-line. Here are four areas to evaluate to know if it makes sense for your business. You may find only one matches your current business and marketing situation, or you may find multiple areas do.

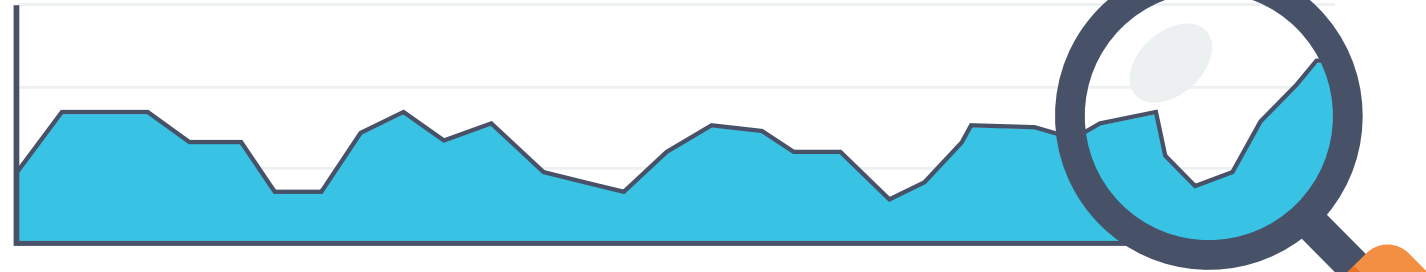
1. GOALS

Are these your goals?

- Improve your user experience (UX)
- Higher conversion rates, both sign-ups and revenue
- Bigger online sales
- More downloads
- Increased App usage
- Create more personalized customer experience
- Understand relationship between all marketing channels (attribution modeling)



IS ANALYTICS 360 RIGHT FOR YOU?



2. VOLUME

Do your online properties report more than 500,000 sessions per month?

Why is this important? It has to do with sampled data. As noted earlier, Google Analytics extrapolates data. Here's how that works:

When you run a report in Google Analytics that includes more than 500,000 sessions, Google samples the data. Based on this smaller sample, Google then estimates the behavior of the real traffic. One Google Analytics report we ran included a total 138,943,567 sessions. Google sampled the data and only looked at the traffic of 495,896 sessions. That's a minuscule .36% of the total traffic.

That means with a sample of less than 1% of the real traffic, Google Analytics then

extrapolated the traffic for the remaining 99.64% of the sessions. For all practical purposes, this means 100% of the traffic was estimated.

Let's be realistic. .36% isn't enough to create an accurate estimate of anything. At best, it's a guess.

Analytics 360 eliminates the guessing. It delivers unsampled data, or the complete data set of each and every hit so you can see the complete picture.

Ok, but what constitutes a hit?

Simply stated, a hit is a customer interaction with your brand online like website page-views, clicking on links, clicking on social buttons, Ecommerce transactions, and clicking on one of your ads.

IS ANALYTICS 360 RIGHT FOR YOU?

3. CHALLENGES

Are these your challenges?

- Bad, missing or corrupted data can direct marketing dollars in the wrong direction. If your data includes self-referrals (the presence of your own website in reporting), your data may be skewed.
- Time can also be lost as staff tries to "figure it out." Inadequate support and training can leave valuable Google Analytics features unused and limits the data reported. This further reduces the best available picture from the small sampling of data.

All of these challenges waste money in terms of both revenue not earned as well as investment not returned.

Analytics 360 can resolve all the data challenges. And an expert provider can remove all training and support concerns.



IS ANALYTICS 360 RIGHT FOR YOU?

4. CURRENT TECH STACK

Do you use...

 DoubleClick by Google

 Google BigQuery

 Google
AdWords



Would you like to use  Optimize 360?

If you do,  Analytics 360 can unify these applications and increase the insight delivered by your data.



HOW MUCH DOES IT COST?

Analytics 360 delivers unsampled data. As Google can tell you, that's priceless. It's how Google went from a garage-startup to a \$560 billion company as the world's #2 most valuable brand valued of \$82.5 billion in less than twenty years. Google's bigger than some of the world's largest banks.

Complete, unsampled data of every last action taken by a customer provides a complete picture of your customer's wants and desires and delivers unparalleled insight.

In other words, unsampled data is powerful. Google knows this. It's why the free version of Google Analytics that uses sampled data is free. Sampled data might point you in the right direction. It might not. As hits climb, chances of errors increase.

To marketers, errors mean higher CPCs on paid search campaigns. They mean more money spent advertising online in the hope of reaching the target audience. Eliminate sampled data. Eliminate errors due to data.

With it, you see:

- The likes, dislikes and interests of each target audience
- What resonates and what repels
- What opens the wallet and where cart abandonment happens



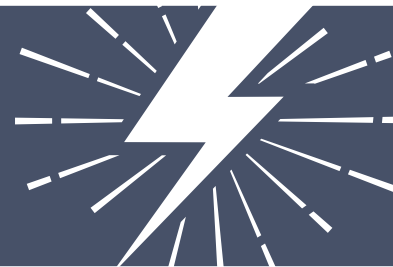
ANALYTICS 360: HOW MUCH DOES IT COST?



Google knows first-hand data like this transforms businesses. That's why the base Analytics 360 program of 500 million hits or less per month goes for \$150,000 annually. Above that monthly volume, additional tiers and pricing may apply.

Is that a lot? Maybe. But consider that Google's used unsampled data to create an average of \$28 Billion a year.

IT'S A POWERFUL TOOL.



IN SECONDS, IT DELIVERS WHAT IT WOULD TAKE **A TEAM OF FULL-TIME DATA ANALYSTS WEEKS TO PRODUCE.**

Most important, it provides **INSTANT INSIGHT** so a marketer can **IMMEDIATELY IDENTIFY CUSTOMER TRENDS AND WHAT BUYING AUDIENCES RESPOND TO**, allowing a brand to **CAPTURE** and **CAPITALIZE ON OPPORTUNITIES** in real time.



What to Expect:

WHEN WILL I SEE POSITIVE ROI?

Ask Google, Analytics 360 isn't like any other investment. The complete data it supplies is powerful. Leveraged to deliver a better customer experience, it creates results. And it gives you the power to make it happen.

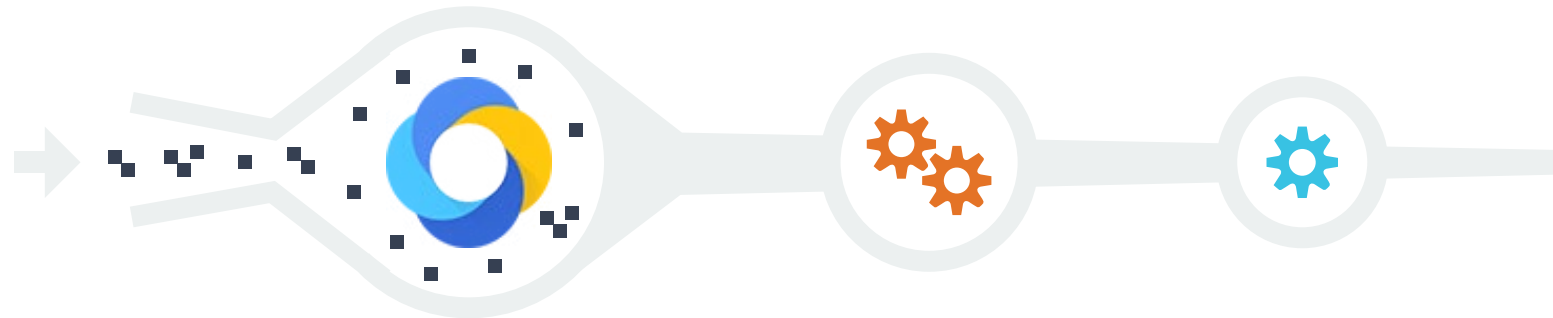
SO, WHAT SHOULD YOU EXPECT FROM AN ANALYTICS 360 INVESTMENT?

1. Expect to create immediate results.

For the fastest results, work with analytics experts. They can ensure you achieve results in alignment with your marketing and business objectives.

2. Expect to move forward fast. At the start, the data may indicate a need for change. To keep the project on track, set milestones. These can be conversion numbers, revenue amounts, or whatever metric best aligns with your marketing goals. Milestones track ROI, create time-oriented goals that keep the effort moving forward and provide motivation for effort.

3. Expect ROI to dip immediately after the purchase. Of course, isn't that the result of any purchase?



WHAT TO EXPECT FROM ANALYTICS 360: WHEN WILL I SEE POSITIVE ROI?



4. ROI typically returns to pre-Analytics 360 levels between 6 months to two years.

Some customers see profits in 6 months, some have seen it at two years.

A lot depends on available resources. The full data set may show a need to make website changes. Many times those changes rely on the IT department. Marketing budget flexibility can also impact speed as the data may show a need to put a greater investment in one channel and less in another.

Regardless of whether it takes 6 months or two years, once ROI is achieved, Analytics 360 becomes a profit-driving machine.

5. High Definition Analytics. Complete data provides the sharpest and most complete picture of your data. It details user behavior for better informed digital and traditional marketing campaigns. It also delivers clearer executive level reports and integrates with other marketing and data analysis tools to ensure you get the most out of your web analytics investment.

One final expectation, companies that use Analytics 360 report it as the differentiating factor that lifted them from where they were to where they wanted to be.



ROI

Managing Ongoing Growth:

REPEAT THIS PROCESS TO GET THE MOST OUT OF ANALYTICS 360

At BFO, we apply the following process to inform decision-making, track trends, and transform data into results with Analytics 360. It may look simple, but applied with discipline and consistency, it transforms data into results.

CREATE BASELINE REPORTS



CREATE BASELINE REPORTS

Before Analytics 360 implementation, create reports based on the current data tracking tool. Ideally, you'll also have a report on the tool's ROI. This is your baseline.

IMPLEMENT ANALYTICS 360



IMPLEMENT ANALYTICS 360

Leverage your vendor to setup for you. If you already use Google Analytics setup it will be fast. This should include the setup of reports.

RUN REPORTS



RUN REPORTS

Get ready for your data like you've never seen it before! It's the beauty of unsampled data.

REVIEW

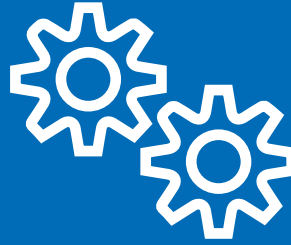


REVIEW

For this step, it's vital to involve all groups within the marketing department as well as members of the analytics team and maybe even IT. Analytics 360 is a tool that can and should benefit every channel. To ensure it does, bring everyone together to ask questions, see the differences, and contribute ideas.

This step creates a constructive process and helps to streamline changes in marketing approaches, budgets and even website changes. It also allows everyone to agree that delivering the best customer experience is the top priority.

OPTIMIZE



OPTIMIZE

Adjust marketing campaigns. Shift budgets from less profitable channels to more profitable ones.

Improve the website. Accurate data will always lead to site improvements. At BFO, we see every website as if it's in "Beta" mode. Something can always be improved for a better user experience and to drive conversions.

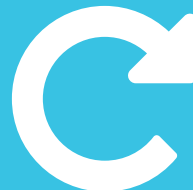
TEST



TEST

The full data set provided by A360 makes testing more powerful. With a complete data set, it's possible to see precise responses to different test pages.

By finding the most effective channels and content, the time to ROI gets smaller and the speed to profits increases.



REPEAT

Once you complete this process, start it again. Run reports, review, optimize, test and repeat. Customer behaviors are always changing. So must you.

GET MORE FROM YOUR DATA WITH ADVANCED INTEGRATIONS

Analytics 360 offers greater integration with a wider range of applications and platforms (unlike Google Analytics, which can't.) These tools make it possible to analyze and respond to market shifts faster. They aren't needed to get the full benefits from the data, but they certainly can add efficiency and speed results.



ADWORDS

Use data collected in A360 to create custom audiences in Adwords for better targeted remarketing campaigns. Plus, get nuanced reporting of paid search campaigns.

 Use Analytics 360 data to create custom audiences for better targeted campaigns.

BIGQUERY

Big Query allows for a more granular examination of your online data. It is a scalable and easy-to-use web service that allows for complex querying of unsampled data. Analyze massive data sets, up to trillions of rows!

 Get granular with this web service to examine massive data sets fast.

GET MORE FROM YOUR DATA WITH ADVANCED INTEGRATIONS



DoubleClick by Google

DOUBLECLICK

Integrating with this application provides more than click data, it tells you if a display ad was viewed. So marketers can see both clicks and impressions of their ads. With this added information marketers can determine response rate and make changes to the creative element if needed or apply more revenue to the display marketing budget to boost clicks. This data also improves the quality of attribution reporting.



See display ad views as well as clicks to reduce testing and identify needed changes to creative and budgets.



Optimize 360

OPTIMIZE360

This tool allows you to modify your website for each of your tests. It saves time as you don't need to engage the web developer once it's installed.



Make website changes without web developers.

GET MORE FROM YOUR DATA WITH ADVANCED INTEGRATIONS

BEYOND GOOGLE...


Google's not the only company with advanced tracking and modeling tools designed to make your data more accurate and more useful. Other popular tools include:



Klipfolio™

KLIPFOLIO

This cloud-based dashboard platform enables the building of powerful real-time dashboards for your team.


 Build cloud-based real-time dashboards to respond and capitalize on customer trends.



bizible

BIZIBLE

This B2B marketing analytics and attribution software allows companies to measure results and optimize their campaigns to increase revenue and conversions.

 Measure results and optimize through the power of attribution.



Conclusion:

IS ANALYTICS 360 RIGHT FOR YOU?

Many enterprise level companies do not realize the brand growth or true revenue potential available to them due to limited integrations and the low data quality offered by free platforms like Google Analytics. Analytics 360 removes these road-blocks.

It delivers complete unsampled data eliminating data errors. In turn, marketers can develop complete pictures of their users to create more personalized content.



**FOR MORE INFORMATION ABOUT ANALYTICS 360, OR
IF YOU'D LIKE TO SPEAK WITH AN EXPERT TO EXPLORE
FURTHER WHETHER IT'S RIGHT FOR YOU...**

START A CONVERSATION WITH BFO »

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