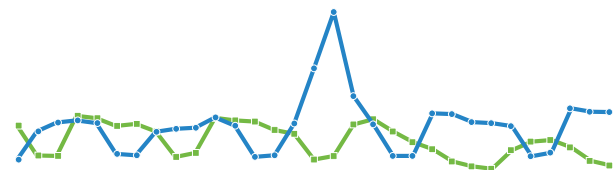


The truly powerful tools are the
ones that empower users.

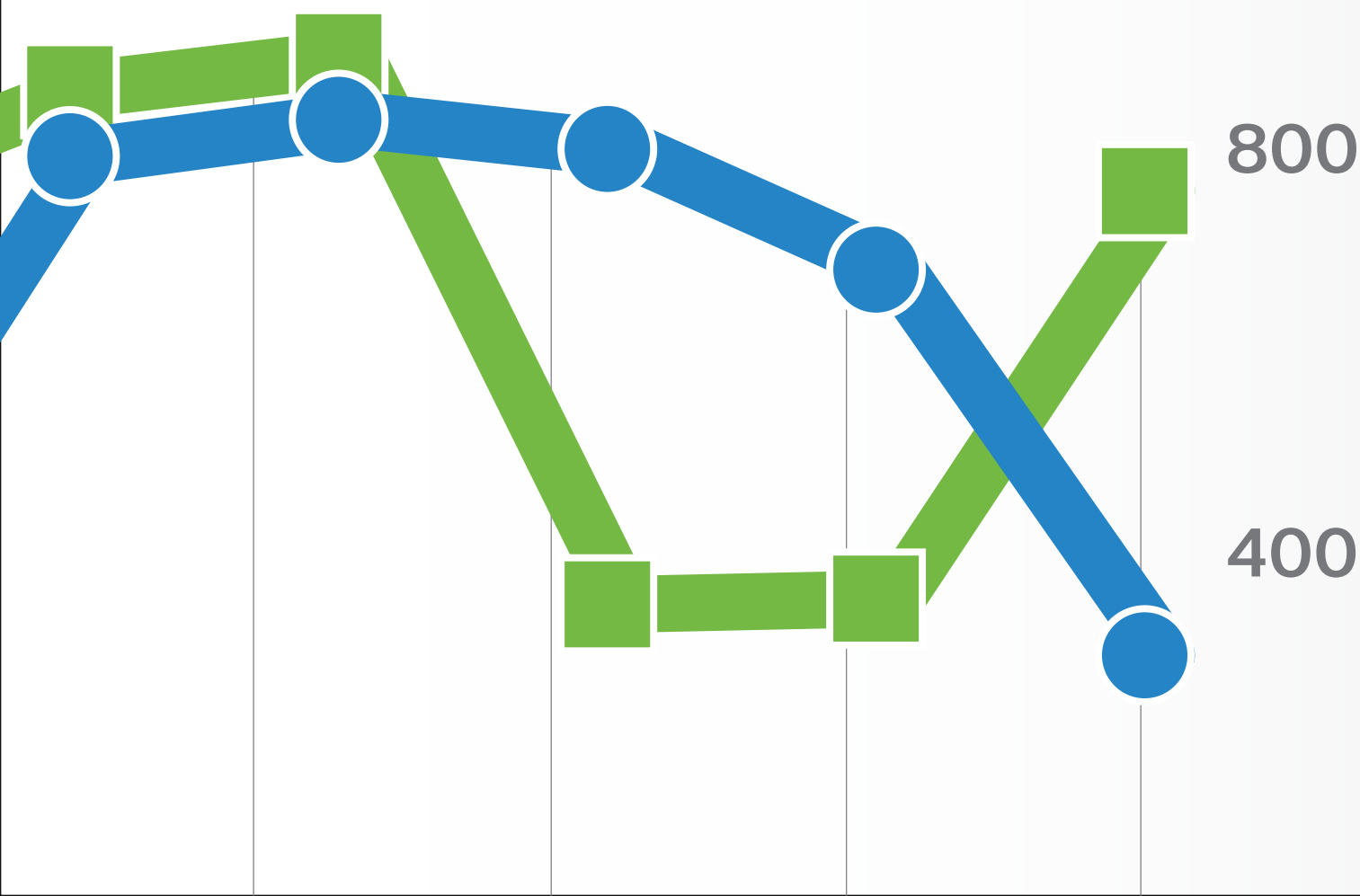


Google™ Analytics

Look into today's Google Analytics. Now everyone in your enterprise gains the power of insight.

Like all enterprise-class web analytics suites, Google Analytics brings you a powerful array of quantitative features. But beyond the spec sheet, the real test of an analytics tool is what it does for its *users*—how it helps you improve your online marketing and drive a better return on investment.

That's why Google Analytics is designed to be easy to use for everyone, from web analysts to sales managers to the CMO. It provides more insights to more people in your organization, so your business decisions deliver more profit.



The powerful solution your enterprise needs

Google Analytics tells you what you need to know about your website metrics and the effectiveness of your marketing programs. Not data for data's sake, but the practical guidance your enterprise needs to build your brand, strengthen your marketing programs, convert visitors into customers, and earn better returns on your overall marketing investment.

Advanced segmentation helps you dig deeper

The ability to segment your customer data is critical if you're serious about finding actionable insights. Select from many pre-defined segments or create your own segment—for example, Parisian visitors who've purchased more than twice. Unlike many other enterprise analytics tools, Google Analytics makes it easy to create ad hoc segments and view them in your custom reports. Didn't think of a specific segment when you first set up your analytics implementation? Don't worry. With Google Analytics, you can quickly create advanced segments anytime and then apply them to current and historical data.

Custom reports focus on just what you care about

Why jump around between reports when you can create one that has all the metrics you want to see laid out in the way you want to see them? Create custom reports for yourself, your boss or your sales team and share them with others. With more than a hundred metrics and dimensions and the ability to drill down to greater detail, Google Analytics lets you present your key data exactly as you wish in a single report.

Robust API enables integration and apps

Easily integrate your Google Analytics data with your business systems and data sources through the data export API. Create custom tools and integrations for your business or to share with the larger Google Analytics community. The vibrant developer ecosystem offers a rich set of apps that extend the powerful capabilities of Google Analytics.

Analytics Intelligence points out significant changes

Most web analytics tools today are capable of generating an overwhelming amount of data. Only Google Analytics provides a groundbreaking algorithm-driven intelligence engine that's smart enough to detect traffic pattern anomalies and bring them to your attention. Analytics Intelligence surfaces insights you might otherwise miss. Automatically and without your input. So you can focus on taking action instead of sifting through data.

Annotations collects and shares team knowledge

When did that new website design go live? And is that spike in traffic due to the new marketing campaign? Annotations lets users leave shared or private notes by date right on trend graphs. It's a powerful way to collect and record all the news and activity that may be driving changes in your site traffic. Annotations lets you harness the organizational intelligence of your team.

Goals measure your ROI by sales and brand impact

Not only can you track sales and conversions, you also can measure brand impact. Track the time visitors spend on your site and how many pages they visit. Set thresholds (such as 10-minute visits) and track how many visitors meet them. By defining and measuring site engagement goals as well as sales and conversions, you get the complete picture of your site's performance.

Data visualization provides greater meaning

To get the most out of web analytics data, you need to be able to identify trends and patterns and uncover important relationships. A graphing tool lets you compare trends across metrics. Reports provide multiple views that allow you to compare subsets of data to the larger context. Funnel visualization allows you to pinpoint problems with your conversion funnel at a glance. And with motion charts, you can plot and animate your data along five dimensions to uncover insights from complex data relationships.

Advanced analysis tools provide greater insights on-site

Perform advanced data analysis with pivot tables, multiple dimensions and filtering features. Reduce the need to export data to spreadsheets with fast, on-the-fly tools that increase your productivity and enable you to analyze and manipulate data right in the report tables.

Custom variables help you understand your visitors

Collect the unique site data that matters to you. Powerful multiple custom variables let you track visitors by visit, session or page-level attributes. Compare, for instance, how members and non-members use your site. See how often readers of your sports section return to the site. Track the visitor attributes and behaviors that matter to you.

Custom alerts flag changes in the areas you choose

Want to be alerted if your new campaign's bounce rate ever exceeds 30 percent? Or if traffic from New York drops by 20 percent? Custom alerts let you tell Analytics Intelligence what to watch for. See your custom alerts in the reporting interface or receive an email whenever an alert is triggered.

Tracking across channels and media draws the big picture

Google Analytics lets you track usage of mobile websites, mobile devices (with or without JavaScript), AJAX, Flash, social networking and Web 2.0 applications. See who is engaging with you and where, so you can optimize campaigns not only by changing creative, but also by changing strategies.

Unique visitor metrics give you a true count

If Josh Perry visits your site every day for a week, is he one visitor or seven? Only Google Analytics gives you the right answer. Its unique visitor metrics provide a true count of unique visitors to your site from the specific group you choose—not just a cumulative count that recounts the repeat visitors over and over.

AdWords™ and AdSense™ offer greater optimization opportunities

Extensive post-click data on your Google AdWords™ keywords and search queries allows you to focus your buying power on the keywords, ads and placements that drive the highest-quality traffic to your site. Measure conversions and engagement by search result position and see return on investment and other key revenue metrics. If you're an AdSense publisher, Google Analytics can show you which site content and which referrals generate the most revenue. Break down your AdSense revenue by city, browser, page and more.

The essential tools are all here

From industry benchmarking to custom dashboards to user-access controls, Google Analytics delivers all the powerful functionality you expect from an enterprise-class analytics package. Whether you're a marketing executive, web analyst or agency professional, you'll find that Google Analytics has the tools enterprises need.

Revenue



\$690.35 ▲ **>500%**
expected: \$0.00-\$39.88

The power of simplicity

Google Analytics is built on a fundamental belief: Sophisticated features should be easy to use. The idea is to help you move quickly from seeing data to getting insights to taking action.

Usability is the ultimate capability

Many web analytics products are feature-rich but weak in usability. Designed to appear impressively data-packed to justify their price, they can present a level of complexity that leaves many users overwhelmed and unsure where to even begin.

Google Analytics is built to do exactly the opposite. Of all enterprise analytics tools, it is uniquely designed to make its power accessible. That means you can create and support a data-driven culture in which everyone in your organization—from analysts and IT to sales and marketing leaders—gains the insights to make smarter decisions.

Simplicity in every feature

The entire information design of Google Analytics is built around the core value of intuitive access to usable insights. Drag-and-drop, auto-suggest and other interface features make essential tools easy to use. And as users' needs keep growing and new features are introduced to meet them, the interface is constantly optimized to make it easy to find what you need.

Easy to implement

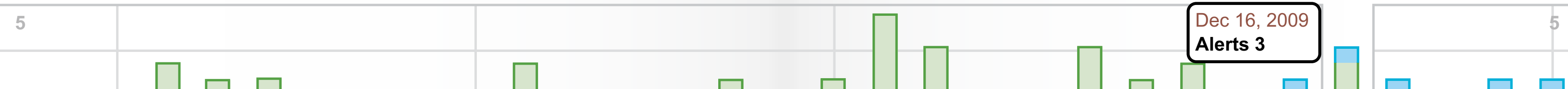
Google Analytics implementation is straightforward and well documented. Online tutorials guide users on how to navigate the site and gain insights from its tools. A global network of Google Analytics Certified Partners is available for advanced implementation and configuration.

Empowering the enterprise

According to a recent survey, nearly two-thirds of enterprise users are open to switching web analytics vendors.* Revealingly, they cite ease of use and cost as two key drivers for change. Sixty-six percent report they would consider a free solution. Savvy decision-makers realize that a powerful free solution such as Google Analytics frees up funds to invest in the people and resources that drive true actionable insights.

By delivering on these two essential priorities, Google Analytics is rapidly spreading the power of informed decision-making to all parts of the enterprise—from the back room to the boardroom.

Custom Alerts Automatic Alerts



Ready for your business

Google addresses the needs of the largest enterprises. Running on Google data centers and servers, Google Analytics delivers unparalleled reliability and scalability, flexible customization options to meet your unique demands, and support options to help every user in your organization tap its full potential.

Global scope offers support wherever you are

Regardless of where in the world you work, chances are Google Analytics support is available in your region and in your language. Support for new and advanced users, the online Help Center and Google Analytics itself are available in more than 30 languages. Extensive user communities provide a rich information resource, and free online training is provided via the Google Analytics IQ course. Google Analytics Certified Partners around the world provide implementation, training, consulting and support for even the most complex requirements.

Scalability and reliability provide peace of mind

Google Analytics runs on the same globally renowned infrastructure that powers Google. Regardless of how big your site is or how much traffic it receives, Google's processing power scales to your needs, providing you with reliable service and 24/7 access to your data.

Your data remains in your control. Period.

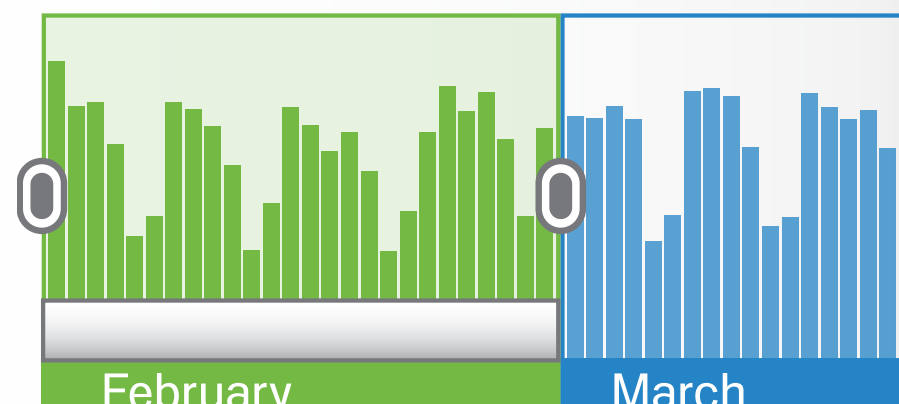
Google Analytics lets you set the level of access to your data, so you control how much data you share. Because Google Analytics runs on the same infrastructure that powers Google, you're assured of maximum data integrity and privacy. Google Analytics has always used only first-party cookies to ensure reliable tracking and further protect visitor privacy.

Enterprises are choosing Google Analytics

With its unique combination of advantages, Google Analytics has emerged as the preferred web analytics tool of many of the Alexa global top 500 websites.[†] In addition, "A staggering 53% of enterprises surveyed currently use a free technology solution as their primary web analytics tool,"* according to a commissioned study conducted by Forrester Consulting. Google is the most popular tool in this category. And as both Google and third-party developers keep adding to its flexible toolset, the pace of Google Analytics adoption continues to accelerate. It's time to look into Google Analytics for your company.

* "Appraising Your Investment in Enterprise Web Analytics," a commissioned study conducted by Forrester Consulting, September 2009.

† "Google Analytics Dominates the Top 500 Websites," Royal Pingdom, May 28, 2008.



Google Analytics

With powerful features, an intuitive interface and global support, Google Analytics is the web analytics solution for your enterprise.

Enterprise-class power

- On-the-fly advanced segmentation
- User-defined custom reports
- Flexible and scalable data API
- Automated algorithmic intelligence
- Sharable annotations
- Multiple goals and goal types
- Insight-enhancing data visualizations
- Built-in advanced analytical techniques
- Sophisticated data capture via custom variables
- Proactive custom alerts
- Mobile analytics reporting
- One-click AdWords and AdSense integration

Ease of use

- Sophisticated features made easy to use
- Drag-and-drop, auto-suggest and other intuitive features
- Straightforward implementation
- Key tools easier to locate and use
- Provides actionable insights to users throughout the company

Enterprise-scale support

- Global support network
- Scalable to any size business
- World-class reliability
- Complete control and data privacy

Get started

Sign up for Google Analytics at google.com/analytics

Contact a Google Analytics Certified Partner at google.com/analytics/partners.html

Google Analytics for your enterprise

Google Analytics provides a powerful web analytics solution that's easy to use across your entire enterprise. Industry-leading tools designed with Google's signature simplicity give your decision-makers the insights they need to improve the performance and ROI of their marketing and online initiatives.

Google Analytics is used by many leading companies around the world, such as Virgin Atlantic Airways, Domino's Pizza®, Dolby® Laboratories Inc., Blue Shield, Booking.com, 1-800-FLOWERS.COM, RE/MAX® and Yelp®.

Google™ Analytics