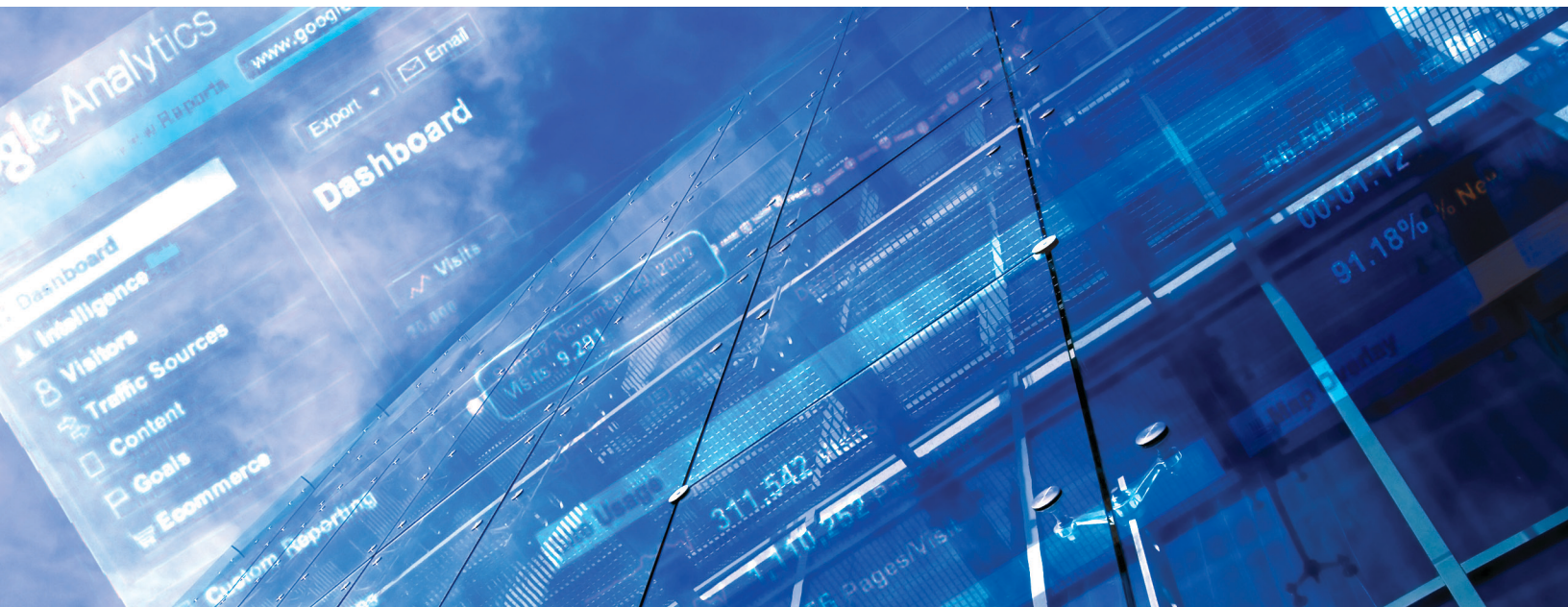# Enterprise Class Analytics

Google Analytics Premium edition brings the full, unfiltered power of Google's secure and distributed network of servers to your company's analytics accounts.

Coupled with enhanced analytics features and full support from Cardinal Path, Google Analytics Premium edition delivers an enterprise-class analytics experience, with the same familiar interface.
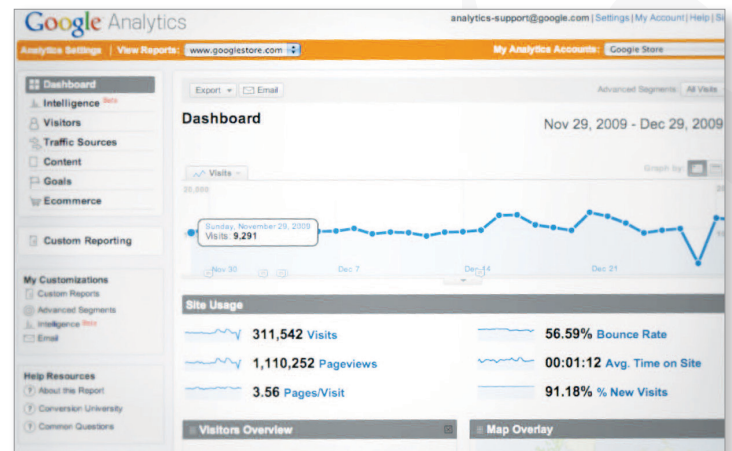
Exceptional Data

Collect and analyze more data with the guarantee that your metrics are processed multiple times a day, and accessible without data sampling. This means:

- **Accelerated Reporting:** Data freshness in the UI within 4 hours on standard reports, so you can see what's happening on your site on the same day.

- **Lifted Data Limits:** Lifted data collection limits of up to billions of hits per month. Design up to 200 custom dimensions and 200 custom metrics.

- **Unsampled Reports:** Access significantly larger unsampled data volumes directly from GA.

Multi-Channel Funnels

Measure all your digital marketing channels to better understand how different media works together to drive conversions.

Multi-Channel Attribution

If you have a visitor who comes from Twitter, comes back through SEO, then converts, which medium should the conversion be attributed to? With Premium you can see each touch point of your conversion process, then shape your attribution model to give credit to the campaigns that deserve it.

Dedicated Service & Support

Account management and technical support ensure you get maximum value from Google Analytics.

- **A dedicated account manager,** assigned to you, ensures that your training and support needs are always met
- **Implementation Specialists** will audit existing installations or support migration to Google Analytics
- **Ongoing technical support: t**ap into our experts to address your ongoing questions when things change
- **24/7 Customer Support** – Phone and email support are available for critical issues

Secure and Reliable

Google Analytics itself runs in a multi-tenet, distributed environment—operating across a shared infrastructure—located in Google's data centers. Data stored in Google Analytics Premium Edition is stored in an encoded format—optimized for performance—and dispersed across a number of physical and logical volumes for both redundancy and obfuscation.

Uncover the stories hidden in your data. Contact us today:

480.285.1622
sales@cardinalpath.com
www.cardinalpath.com

GOOGLE ANALYTICS PREMIUM FEATURES

Processing Power

- » Increased data limits, starting at 1 billion hits per month
- » Faster, intra-day processing
- » Service Level Agreement around data collection, reporting, and processing
- » 99.9% on Collection up-time
- » 99% on Reporting up-time
- » 98% on on-time Data Freshness (within 4 hours)

Advanced Analysis Tools

- » Up to 200 Custom Dimensions and 200 Custom Metrics
- » Unsampled report downloads for custom report requests
- » Unaggregated report downloads for large report requests (up to 3 million rows per download)
- » Data-Driven Attribution Modelling
- » Integrations with the DoubleClick Platform

Dedicated Support

- » Dedicated Account Management
- » Phone & Email support 10 hours per day, 5 days per week
- » Implementation Consultation & Tagging Audit
- » Live & Webinar Training
- » 24/7 Product Emergency Escalation
- » Support, if the product is ever outside of the SLA

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.