



Google Analytics 360 Suite

Enterprise Marketing Analytics + CRM creates next-level business benefits

*Driving sales & marketing lift from the
Google Analytics 360 & Salesforce integration*

When the world's most widely-adopted analytics platform meets the world's most widely-adopted CRM solution, it cracks open a world of opportunities for organizations looking to realize the promise of true customer-centric, data-driven experiences from the earliest touchpoint through to a sale.

Panoramic view from customer journey to conversion

Bringing together comprehensive Google Analytics 360 online data with the rich, offline customer data from Salesforce, amplifies the potential for brands to attract, nurture, convert, and retain customers.

With access to a combination of offline sales data and digital analytics, organizations are realizing significant benefits with the ability to:

- Gain insight into the full customer journey and conversion funnel
- Use tools in AdWords and DoubleClick to optimize bidding based on actual sales, whether they occurred online or offline
- Create and target audiences with specific attributes
- Uncover insights by tapping into Google's Cloud Platform (built-in)
- Identify sources that deliver high quality leads that convert
- Conduct precision retargeting
- Cross-sell and upsell - based on full purchase data
- Understand customer lifetime value
- Enable deeply personalized experiences across the full customer journey
- Use data and insights to inform content creation, media spend, and other marketing efforts
- View audience segmentation and campaign performance through Google Data Studio

**“Cardinal Path & Isobar
bring a killer combination of
knowledge and expertise to
help organizations get the
most from this integration in
the shortest time.”**

Raj Gajwani
Director of Media Platforms
Google

Delivering on the promise of data-driven, personalized customer experiences

Isobar and Cardinal Path bring leadership, deep expertise, and a roster of success stories around the Salesforce and Google Analytics 360 platforms to help organizations quickly start realizing the benefits of these two platforms.

Isobar is a Salesforce Platinum Partner, and has the largest Salesforce Commerce Cloud skillset in the world with over 750 trained engineers across Commerce Cloud, Sales Cloud (CRM) and Marketing Cloud, delivering over 350 projects in the last three years.

Cardinal Path is a Google Analytics 360 Suite Premier Partner, and largest global reseller of Google Analytics 360, with thousands of successful deployments fueled by innovation and expertise.

Isobar and Cardinal Path solutions draws from the two firms' rich experiences in both Google Analytics 360 and Salesforce platform optimizations, and comprises:

- Best-in-class technical integration of Salesforce and Google Analytics 360
- Integration planning and strategy
- Data & opportunity mapping
- Full-circle customer view & enhanced audience segmentation
- Cross-channel activation through unified data sets

Robust, integrated enterprise analytics + CRM

Done right the first time, organizations leveraging the integration between Google Analytics 360 and Salesforce are achieving business benefits from enhanced customer loyalty to increased ROI on marketing programs as marketing and sales work in lock-step to optimize their approach.

Drawing from an extensive knowledge base, Isobar and Cardinal Path will quickly deploy, optimize, and set you up to realize immediate traction from the integration.

Services include:

- Deploy and manage the Google Analytics 360 and Salesforce integration
- Set up integrations with other complementary platforms
- Ensure trusted, relevant data is being collected and integrated
- Conduct analysis to identify your most valuable audiences, and make optimization recommendations
- Create custom models such as Lifetime Value, Attribution, and more
- Stand up robust measurement frameworks
- Create audience strategies for remarketing
- Conduct data mapping
- Identify user and product attributes for on-site, targeted, multivariate testing
- Conduct testing and develop personalized experiences

About Isobar

Isobar is a global full-service digital agency, driven by the purpose to deliver borderless ideas enabled by technology, to transform businesses and brands and people's lives. We have over 6,500 digital pioneers in more than 85 locations worldwide. Isobar holds over 19 Agency of the Year titles and Asia-Pacific Digital Network of the Year for the fifth time in the past six years. Key clients include adidas, Coca-Cola, Enterprise Rent-A-Car, Google, GM, Huawei, LEGO and P&G. Isobar is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc. isobar.com

About Cardinal Path

Cardinal Path is an award-winning data & marketing analytics firm that helps marketers to win in the digital economy. As trusted MarTech advisors and the go-to firm for Google Analytics 360, Cardinal Path is sought out by the world's leading brands to uncover and amplify what works and stop spending money on what doesn't. Key clients include Kellogg's, Chevron, Campbell's Soup, Pfizer, GM, ASICS, and more. Cardinal Path teams are the experts in your corner, helping tap the power of your organization's data to create demonstrable business value. cardinalpath.com

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