

The ABCs of Google Analytics



Acquisition

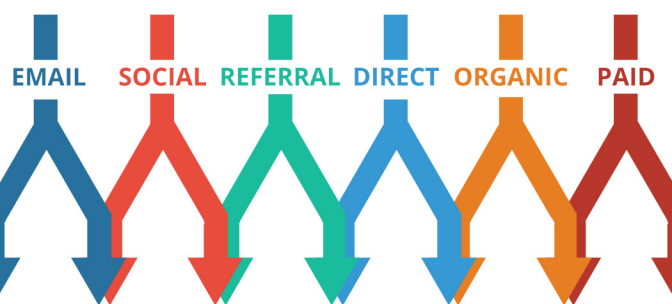
What brought users to your site or app?



= Single Touchpoint



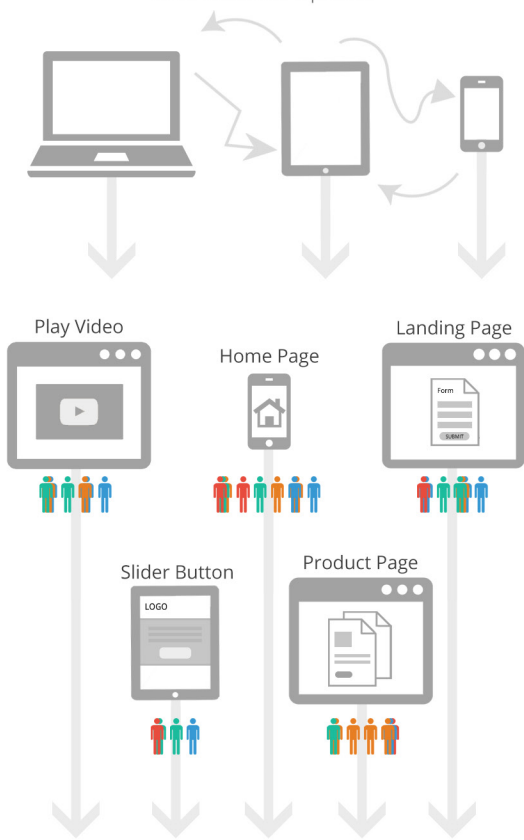
= Multiple Touchpoints



Behavior

What did the users do once they got there?

Cross-Device User Experience



Conversion

Did they do what you wanted them to?

