



## Google Analytics 360 Benefits

Expanded Limits	GA Free	GA360
Hits Per Month	10M	500M+
Sampling	Yes	No
Custom Dimensions/Metrics	20	200
Properties Per Account	50	Additional by request
Views Per Property	25	400
Roll-Up Property	No	Yes

Enhanced Features	GA Free	GA360
Custom Funnels	No	Yes
Data Driven Attribution	No	Yes
Unsampled Reports	No	Yes
Data Freshness	24 hours, not guaranteed	Guaranteed Max 4 hours
Access to raw hit level data	No	Yes
User and account admin	Basic	Enhanced GA360 Suite Admin

Tool Integration	GA Free	GA360
BigQuery Integration	No	Yes
DoubleClick Integration	No	Yes

Service	GA Free	GA360
Service Level Agreements	No	Yes
Product Support	No	Yes

GA360 Consulting Services	Google	E-Nor
Product Support	Yes	Yes
Strategy Planning	Mild	Advanced
Audit and Implementation	Mild	Advanced
Training	No	Available
Business Intelligence/Data Engineering	No	Available
Advanced Reporting and Data Visualization	No	Available