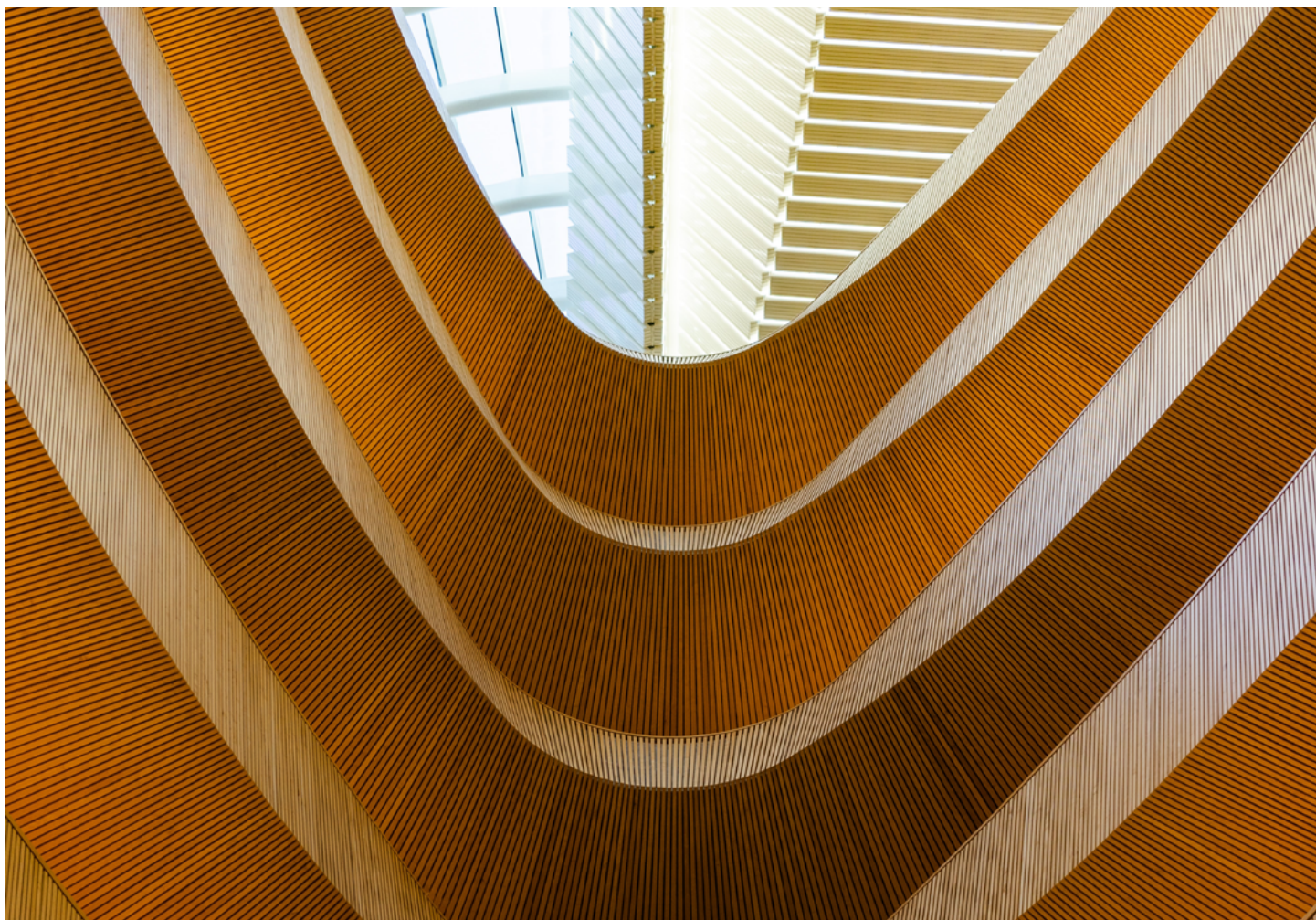


Essential Guide to Integrating Salesforce & Google Analytics 360

Outline

- Essential Guide to Integrating Salesforce & Google Analytics 360
- Sales Cloud/GA360 Integration: Measuring and Targeting MQLs
- Measuring MQL/SQLs
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- Marketing Cloud/GA360 Integration: Target Email and SMS Campaigns by Online Behavior
- View Online Metrics within Marketing Cloud
- Target Marketing Cloud Campaigns to Google Analytics Audiences
- End-to-End User Focus and Insight
- Your Partners for Salesforce and Google Analytics 360/Google Marketing Platform

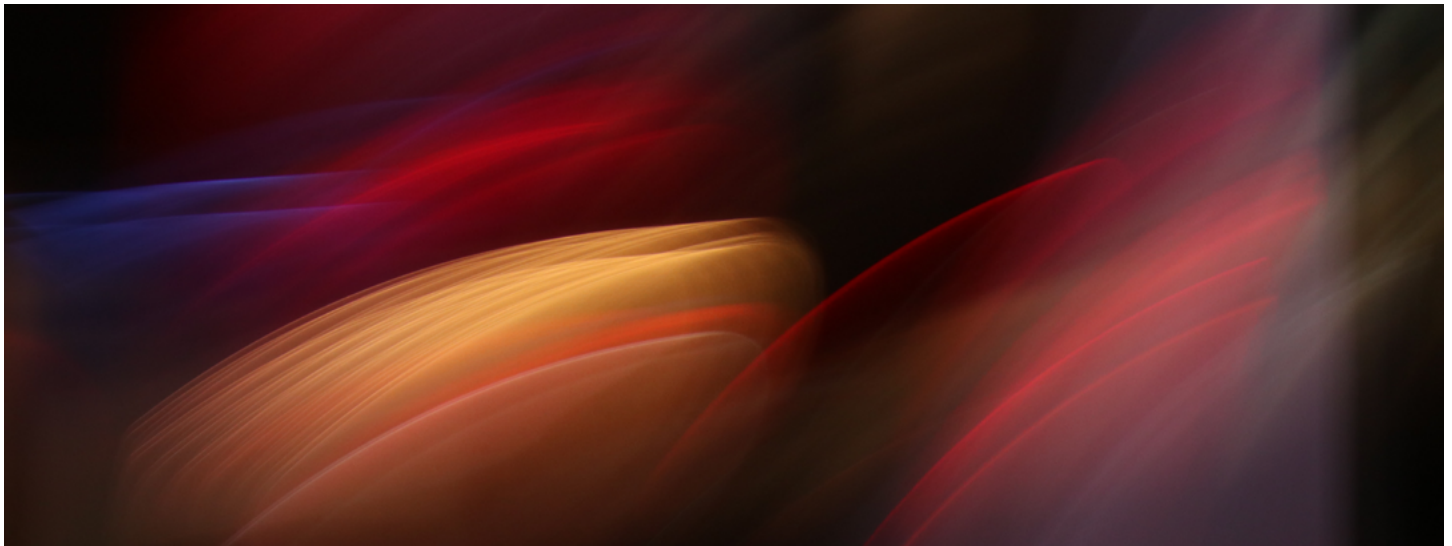


Essential Guide to Integrating Salesforce & Google Analytics 360

With the combined power of online and offline user data, the integrations between Salesforce and Google Analytics 360 provide data-minded marketers unique opportunities for insight, action, and optimization across the user journey.

We'll leave most of the technical details aside this time and jump right into the real bottom-line value that Salesforce Sales Cloud and Marketing Cloud integrations with Google Analytics 360 (GA360) can offer you and your organization today.

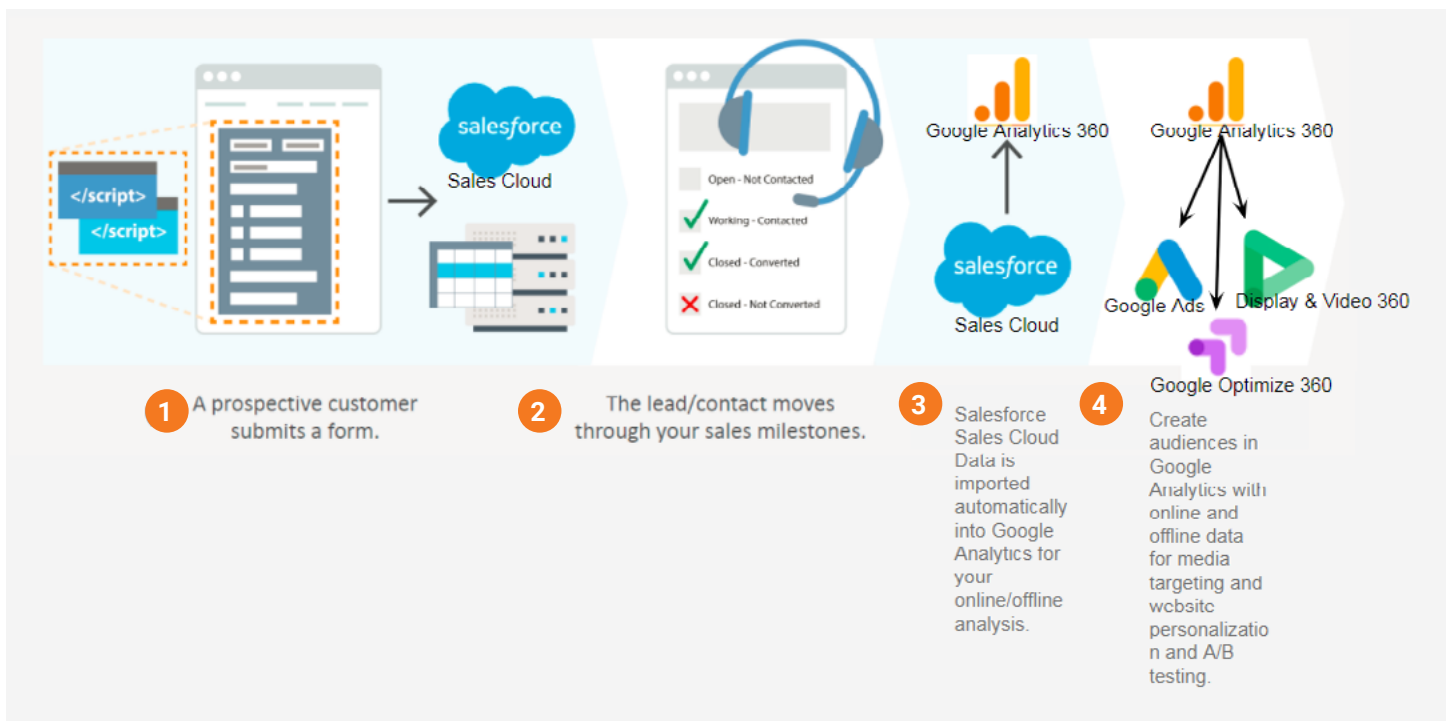
These two integrations are complementary yet distinct, providing unique sets of benefits to different stakeholders, as detailed below.



Sales Cloud/GA360 Integration: Measuring and Targeting MQLs

Key stakeholders: Marketing Team, Sales Team, Business/Web Analysts

The diagram below illustrates the basic flow and the core benefits of the integration between Salesforce Sales Cloud and Google Analytics 360 for both analysis and audience targeting.

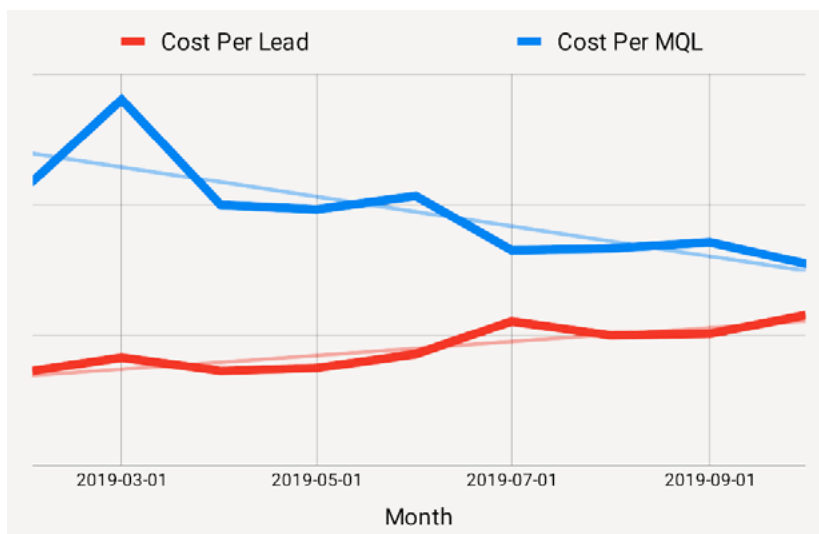


The Sales Cloud/GA 360 integration allows you to analyze, optimize, and target against a continuum of online and offline user interactions. [\[link\]](#)

Measuring MQL/SQLs

Tracking website lead submissions is critical, but it only tells half the story, or a potentially misleading story.

To fully understand the lead gen performance of your website – and the channels that are driving traffic – it's critical to consider Marketing/Sales Qualified Leads, not just overall lead volume.



Increasing the quality of leads may increase the Cost Per Lead (CPL), but still produce the desired outcome of a lower Cost Per Marketing Qualified Lead (CPMQL).

Once you have offline milestones recorded in Google Analytics, you can create additional goals to further evaluate the marketing channels that drove the original lead submissions, which could reveal that:

- channels that are performing best for overall submission of leads are not performing best for submission of qualified leads
- the cost for qualified lead submission may not be following the same trends and cost for overall lead submission, since your budget allocation may be shifting to channels that perform differently at lead submission and qualification/close stages

With the additional, critical perspective of lead qualification and closed sales, you can perform more meaningful performance for channels and campaigns in aggregate or individually.

The High Cost of Cheap Leads

In the case represented above (and in most cases), the original ad agency was opting to focus on driving down cost per lead and optimizing against that. That generated bad results. Then new, better audiences with a focus on optimizing cost per MQL (marketing-qualified lead) were targeted.

The cost per Marketing Qualified Lead (better) went down, but the cost per lead went up (which is fine because it is the cost per MQL that matters). Cheap leads are often garbage leads; good MQLs are what sales needs.

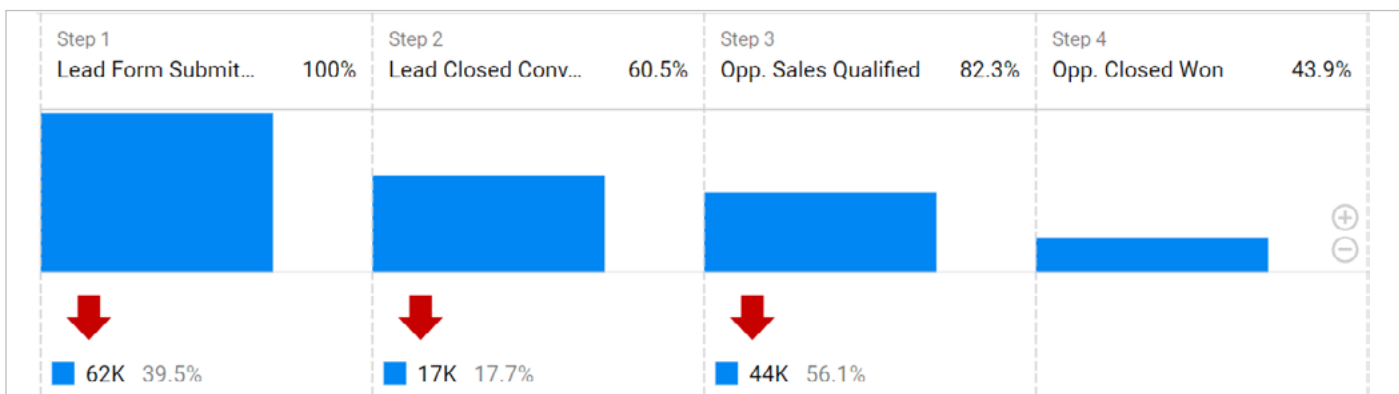
<input type="checkbox"/>	Source / Medium ?	Sessions ?	Lead Open Submit (Goal 10 Conversion Rate) ?	Opportunity Closed Won (Goal 17 Conversion Rate) ?
		3,489,843 % of Total: 100.00% (3,489,843)	5.07% Avg for View: 5.07% (0.00%)	1.25% Avg for View: 1.25% (0.00%)
<input type="checkbox"/>	1. (direct) / (none)	1,058,704 (30.34%)	3.41%	0.95%
<input type="checkbox"/>	2. google / organic	619,928 (17.76%)	5.15%	1.01%
<input type="checkbox"/>	3. affiliate / cj	559,532 (16.03%)	6.66%	1.50%
<input type="checkbox"/>	4. dfa / cpm	399,557 (11.45%)	4.24%	2.78%
<input type="checkbox"/>	5. bing / cpc	244,060 (6.99%)	3.93%	0.99%

Some channels may be stronger at driving qualified leads even if initial lead conversion rate is not as strong as for other channels. (Data shown for demo purposes only.)

You can use these goals for single-touch, multi-touch, custom, and data-driven attribution modeling, all available in Google Analytics 360.

Track Online/Offline Funnel Flow

The offline data flowing from Sales Cloud to GA360 allows you to identify completion and drop-off through a series of online behaviors and offline interactions and status changes.



Online Marketing, Testing, and Personalization by Offline Status

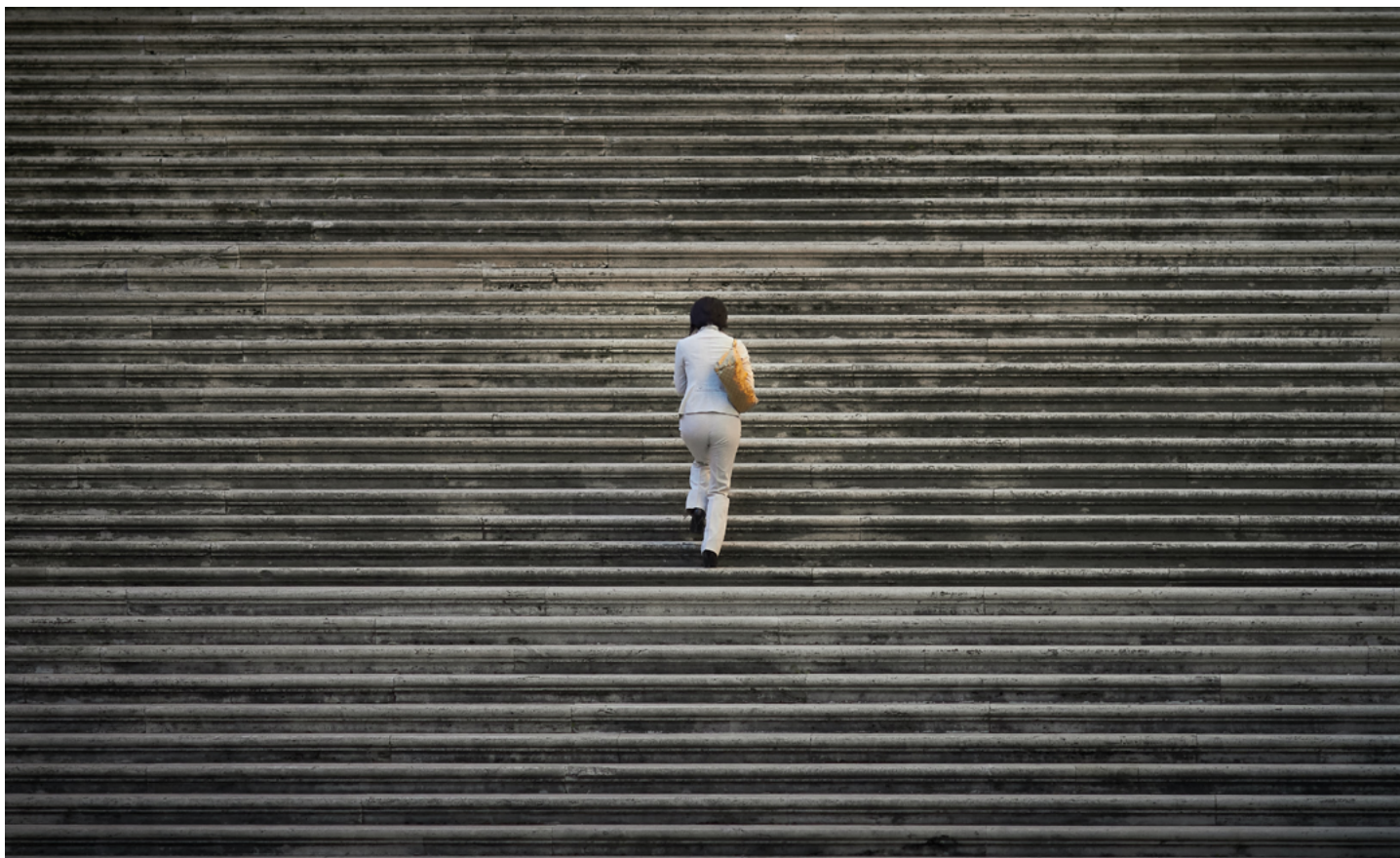
With lead/opportunity milestones and other prospect/customer-level fields incorporated from Marketing Cloud into Google Analytics, you can create analysis segments and audience targets based on a rich pool of online and offline behavior.

This segment/audience definition spans online and offline user data.

Once you have defined these segments, you can take advantage of them to:

- analyze other Google Analytics reports
- target remarketing audiences through Google Ads, Search Ads 360, and Display & Video 360
- expand your reach to potential converters by targeting Similar Audiences in Google Ads and Display & Video 360
- target A/B testing and personalization on your website through Google Optimize 360

You've come so far... now take the next step



Use the online/offline audiences that you define in Google Analytics to target advertising, A/B testing, and personalization.

Exclude Converters

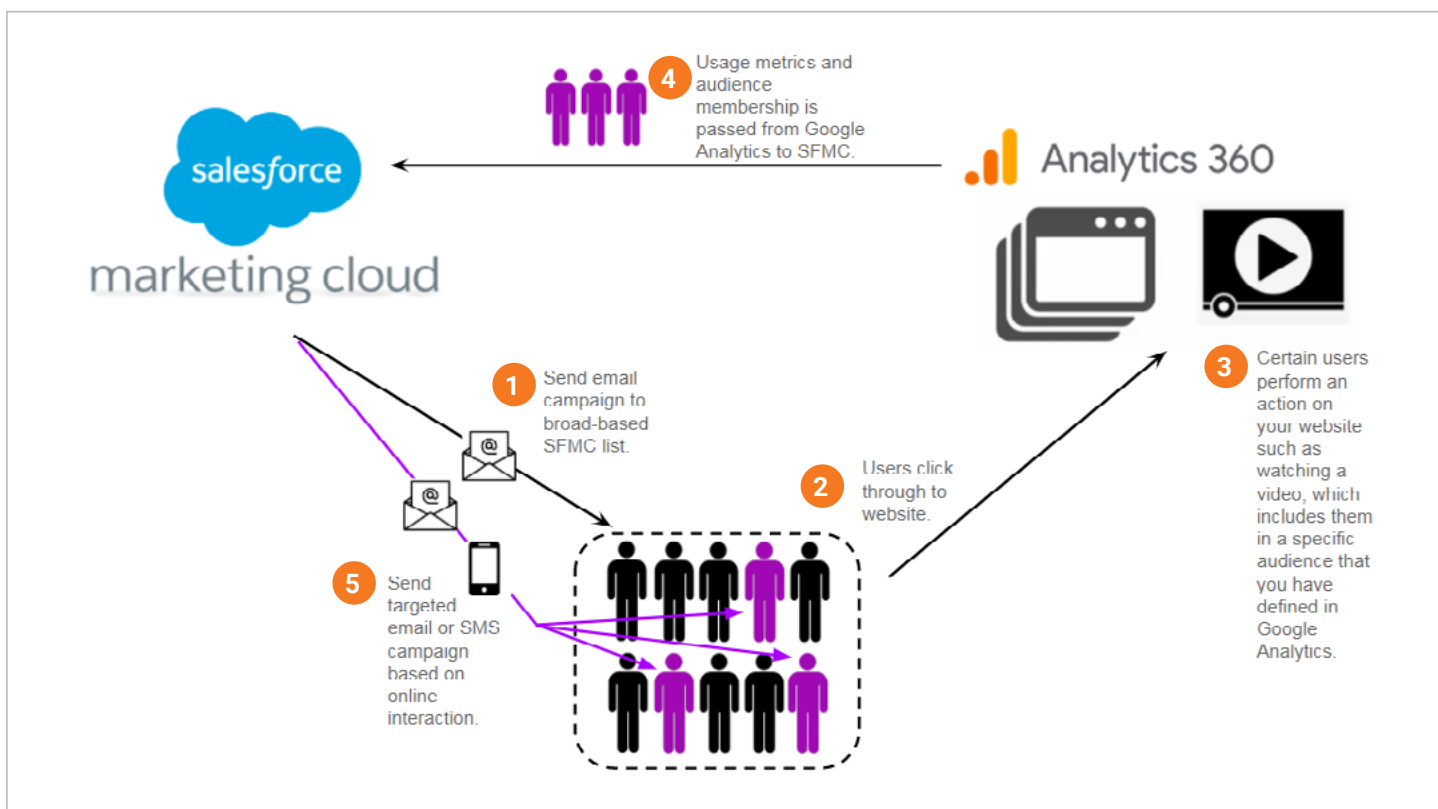
Another important advantage of integrating offline milestones into your audience definitions: you can exclude converters, or include converters in different campaigns. You achieve a twofold benefit: you optimize your spend, and you don't confuse or alienate new customers.

Marketing Cloud/GA360 Integration: Target Email and SMS Campaigns by Online Behavior

Key stakeholders: Marketing Cloud Email/SMS Marketing Team, Web Analysts

As we've seen above, the integration between Salesforce Sales Cloud and Google Analytics 360 primarily benefits analysis with Google Analytics and audience targeting across the Google Marketing Platform.

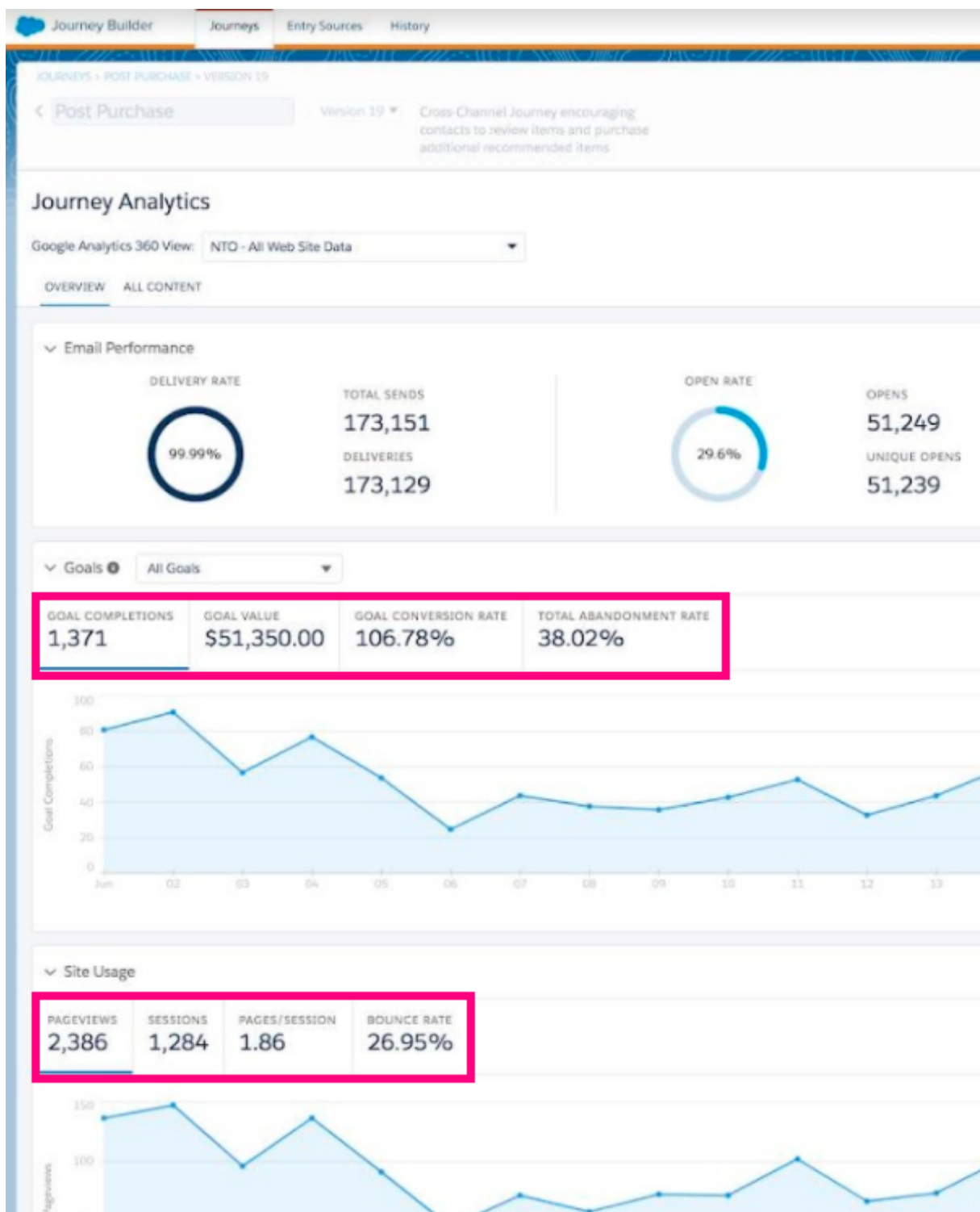
The integration between Salesforce Marketing Cloud and Google Analytics 360, on the other hand, primarily benefits the Marketing Cloud team. The automated UTM tagging does help Google Analytics, but the availability of Google Analytics metrics and especially audiences within Marketing Cloud represents the biggest advantage of the integration, as outlined below.



Step 5 reflects the primary benefit of the Marketing Cloud/GA360 integration: targeting email and SMS campaigns to richly defined Google Analytics audiences.

View Online Metrics within Marketing Cloud

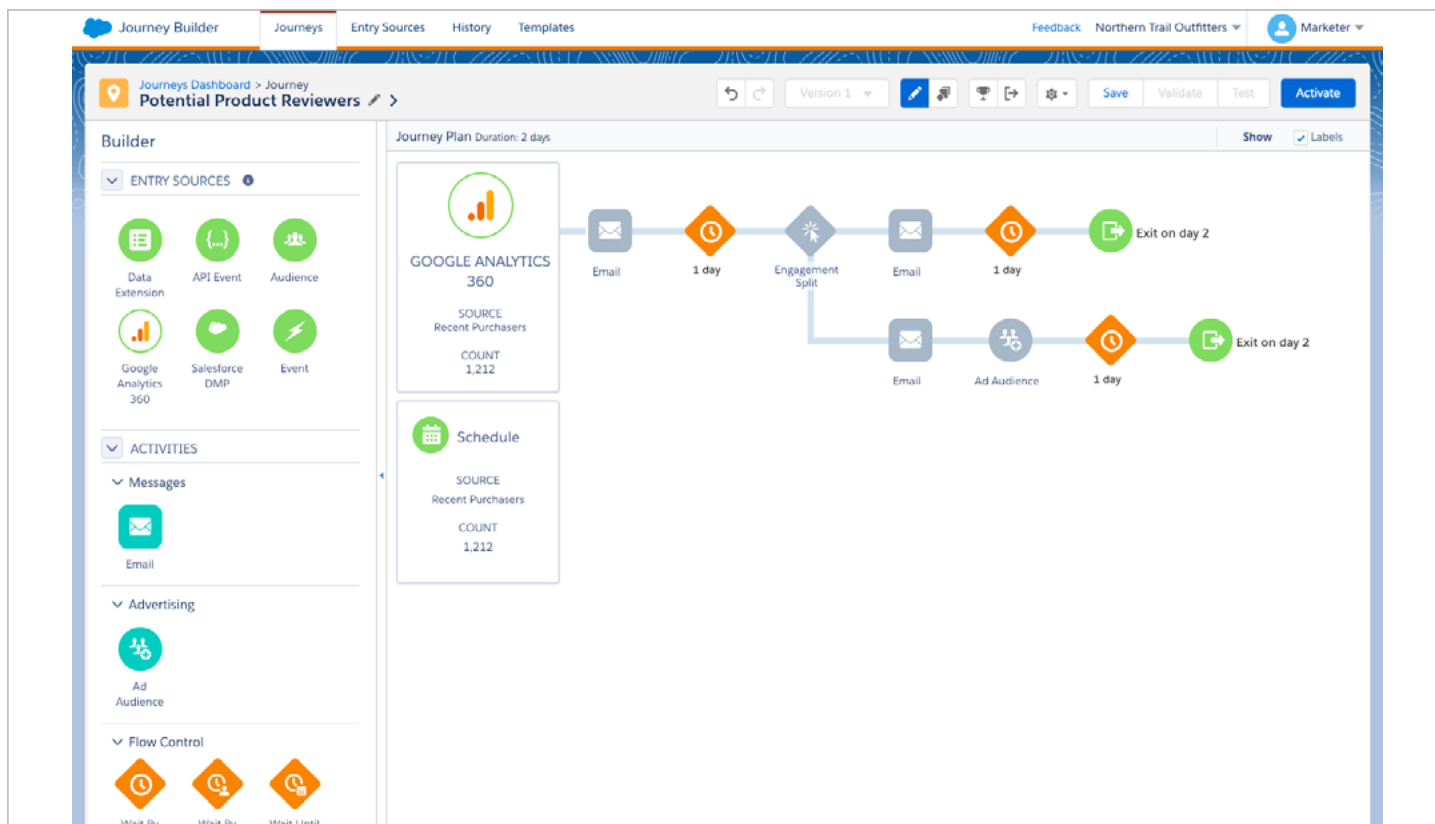
Once the integration is complete, you can view online performance of your email campaigns directly in Marketing Cloud.



The Marketing Cloud/GA360 integration incorporates Google Analytics performance metrics directly into Marketing Cloud.

Target Marketing Cloud Campaigns to Google Analytics Audiences

Perhaps the most exciting aspect of the Marketing Cloud/GA360 integration is the ability to target users in Marketing Cloud based on specific online behavior.



You can target audiences in Marketing Cloud Journey Builder based on online behavior captured in Google Analytics.

End-to-End User Focus and Insight

On both ends, the integrations between Salesforce and Google Analytics 360 empower you to better understand users and to offer them compelling, relevant experiences. Don't miss out on the unique opportunity for insight, marketing ROI, customer satisfaction, and overall performance benefit.



Your Partners for Salesforce and Google Analytics 360/ Google Marketing Platform



About Cardinal Path

Cardinal Path is an award-winning data and marketing analytics firm that helps marketers to win in the digital economy. The world's leading brands look to Cardinal Path to navigate the complex marketing technology landscape, stand up a Martech stack that will drive their business forward, and create & activate a data strategy to achieve their goals.

www.cardinalpath.com



About CloudKettle

CloudKettle helps enterprises drive revenue with the Salesforce and Google ecosystems.

We do this by providing the strategy and hands-on keyboard execution to leverage platforms like Salesforce's Sales Cloud, Marketing Cloud, Einstein, and Tableau to create highly personalized cross-channel experiences that drive revenue.

www.cloudkettle.com

Working together, CloudKettle and Cardinal Path provide leading brands with unparalleled expertise and guidance in optimizing the user experience and client ROI across Salesforce Sales Cloud, Salesforce Marketing Cloud, Google Analytics 360, and the advertising and testing components within the Google Marketing Platform.

The future of online measurement is Google Analytics 4. Join Cardinal Path and Google for an exclusive [Ask Me Anything](#) session and learn the ins and outs of readiness.



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