

ENTERPRISE CLASS

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.

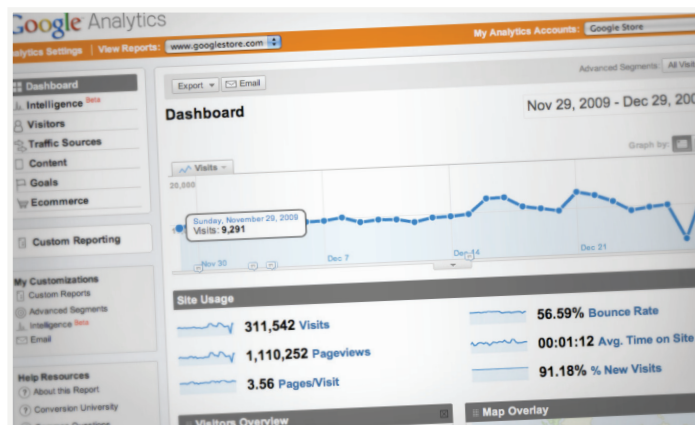
EXCEPTIONAL DATA

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

- **Accelerated Reporting:** Data fresh in the UI to 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 1 billion hits per month. Design up to 50 custom variables.
- **Unsampled Reports:** Access significantly larger data volumes directly from GA, not from sampled data.

MULTI-CHANNEL FUNNELS

Measure all digital marketing channels to better understand how different media work together to drive conversion.



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 deserves it.

Processing Power

- *Guaranteed processing for up to 1 billion hits per month**
- *Faster, intra-day processing for up to 1 billion hits per month*
- *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 50 Custom Variable slots*
- *Unsampled report downloads for custom report requests*
- *Unaggregated report downloads for large report requests (up to 1 million rows per download)*
- *Premium-only features, such as the Attribution Modelling tool for Multi-Channel Funnels***
- *Premium-only integrations, such as DoubleClick for Advertisers***

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*

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**: tap 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-tenant, 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.

Contact us today and let us help you uncover the stories hidden in your metrics.



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