



Enterprise-class customer and advertising insights to drive marketing strategy, sales, and competitive advantage.

As the world's first and largest reseller of Google Analytics 360 (formerly Google Analytics Premium), Cardinal Path has a well-proven track record in helping organizations gain marketing lift through strategic application of enterprise analytics. We help the world's leading brands use Google's market-leading analytics platform to analyze data from multiple touch points, integrating vast data sets for a complete picture of your marketing efforts, so that you can spend your money where it makes the most impact.

When you choose Cardinal Path to deploy and optimize Google Analytics 360, you are working with teams comprising award-winning data scientists, analysts, statisticians, data architects, and digital marketers with deep expertise in the entire Google Analytics 360 Suite, including Analytics 360, Tag Manager 360, Optimize 360, Attribution 360, Audience Center 360, and Data Studio 360. Our technical chops combine with a consultative approach to ensure your analytics are deployed against a sound strategy, giving you complete confidence in your data, and maximum value for your investment.

See your big picture

In order to really know your customers and turn your data into actionable insights, you need to define your audience and how they behave - both online and offline. The Google Analytics 360 platform helps to centralize your data no matter the source, with seamless integrations that stretch your view across all customer touchpoints.

Uncover your best opportunities

With integrated data, you will have a clearer view of your audiences and the ability to understand behaviour across demographics, devices, channels, and more.

Benefits

- Realize cost efficiencies for your organization (eliminate the need to employ multiple vendors).
- Ongoing management/maintenance efficiencies; 1 master tag to manage.
- Allow your teams to be trained at once on the same best-in-class global implementation.
- Meet high level business requirements while allowing specific teams to drill down and customize data as needed.
- Cross-site tracking to allow for corporate marketing spend evaluation.

- **Analyse your business.** Find out how customers arrived on your site, what they bought, or why they didn't. Figure out which channels are driving direct or assisted conversions, and which products are often purchased together.
- **Evaluate your advertising.** Tie together your Google ad accounts to easily compare return on ad spend across channels and learn how customers interacted with your site or advertising.
- **Create new understanding.** Easily export Google Analytics 360 data externally or to other Google products such as BigQuery for detailed analysis and modeling. Plus, use information in Google Analytics 360 to test and deploy personalized customer experiences with Optimize 360.

Processing Power

- ✓ Increased data limits, with billions of hits per month available
- ✓ Faster, intra-day processing
- ✓ Service Level Agreement around data collection, reporting, and processing
- ✓ 99.9% on collection up-time
- ✓ 99% on reporting up-time
- ✓ 98% on-time data freshness (within 4 hours)

Advanced Analysis Tools

- ✓ Up to 200 custom dimensions and 200 custom metrics
- ✓ Unsampled report downloads for custom report requests
- ✓ Unaggregated report downloads for large report requests (up to 3 million rows per download)
- ✓ Data-driven attribution modelling
- ✓ Integrations with the DoubleClick platform

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

Learn more!

Why wait? Gain competitive advantage for your organization using Cardinal Path for Google Analytics 360.

We'll show you how. Contact us today:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.