

Google Analytics 360 Suite

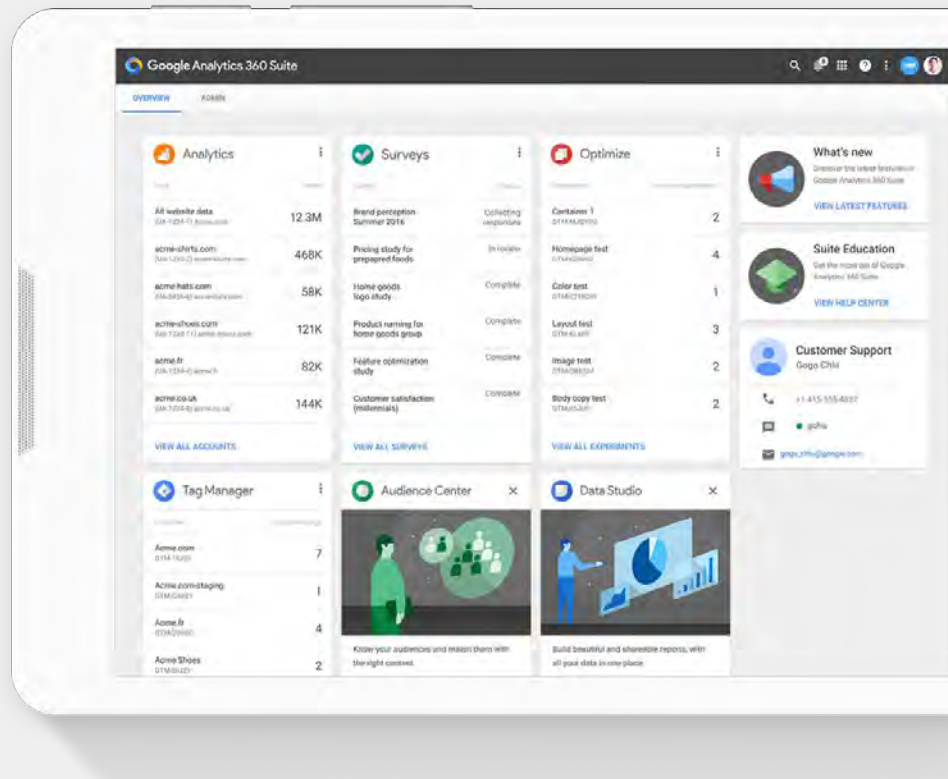
姬静涛

Google 大中华区&韩国区
谷歌分析360销售经理



The Google Analytics 360 Suite

让您：
更少的时间在整合分析
更多的时间在采取行动



Google Analytics 360 Suite



Data Studio 360 - 更好的数据可视化



Analytics 360

了解客户



Attribution 360

跨渠道分析客户



Optimize 360

采取行动, a/b测试, 内容定向



Audience Center 360

dmp



Surveys 360

了解客户的想法



Tag Manager 360 - 实施变得简单化



Analytics 360

Google Analytics 360 Suite



Data Studio 360 *Data Analysis and Visualization*



Analytics 360
Customer insights



Attribution 360
*Marketing
Measurement*



Optimize 360
*Site Testing &
Personalization*



**Audience
Center 360**
*Audience
Management*

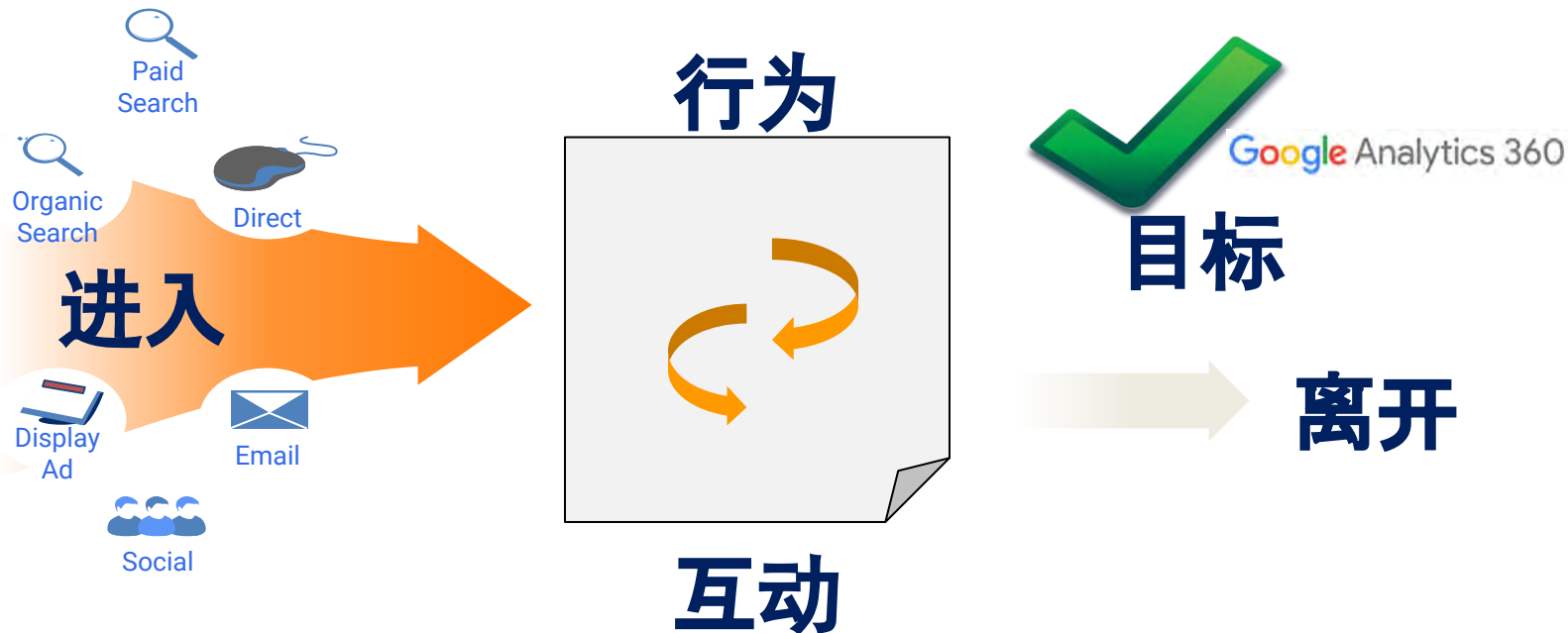


Surveys 360
*Research and
insights*



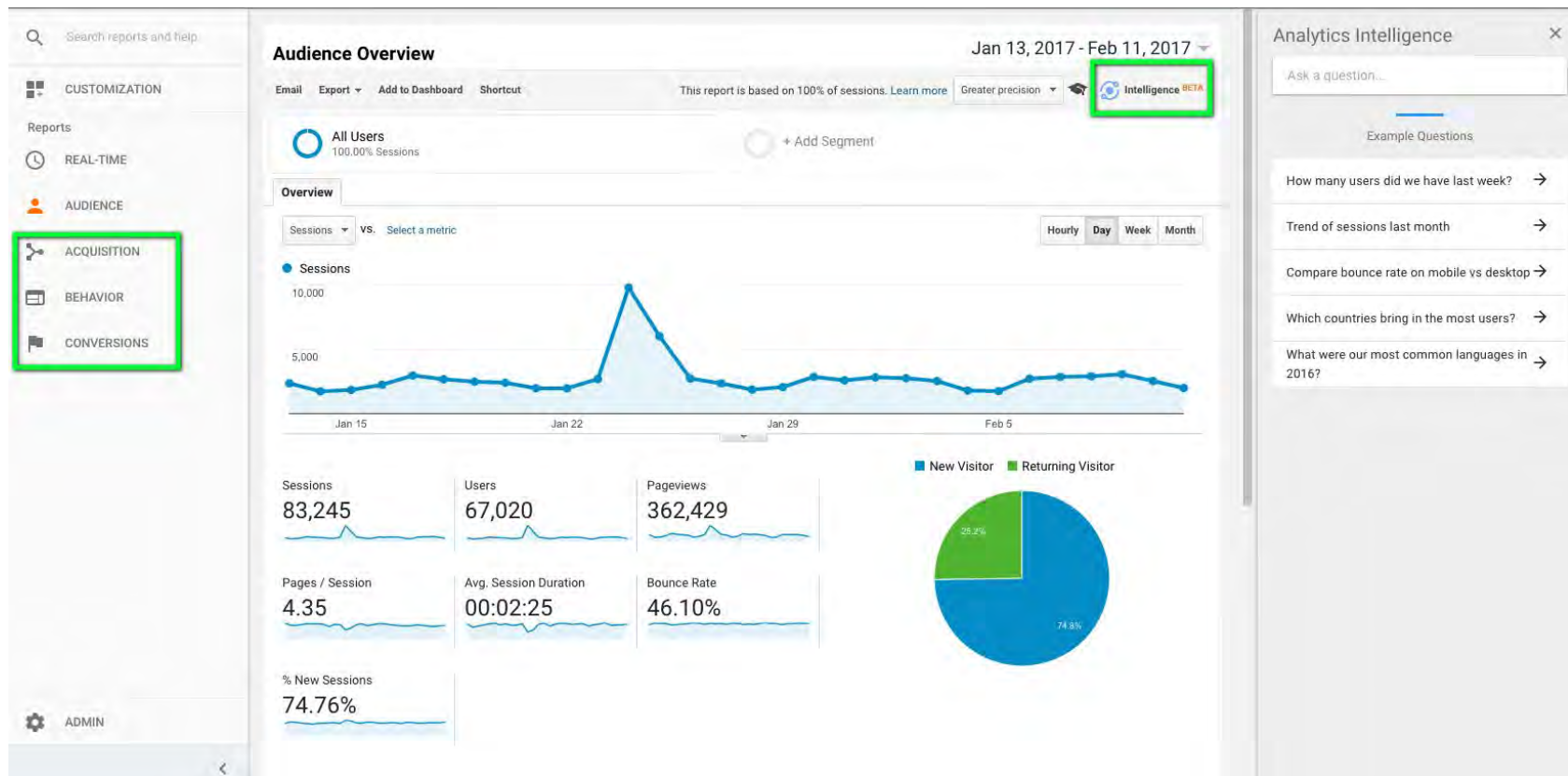
Tag Manager 360 - *Data collection*

Google Analytics: 用户行为



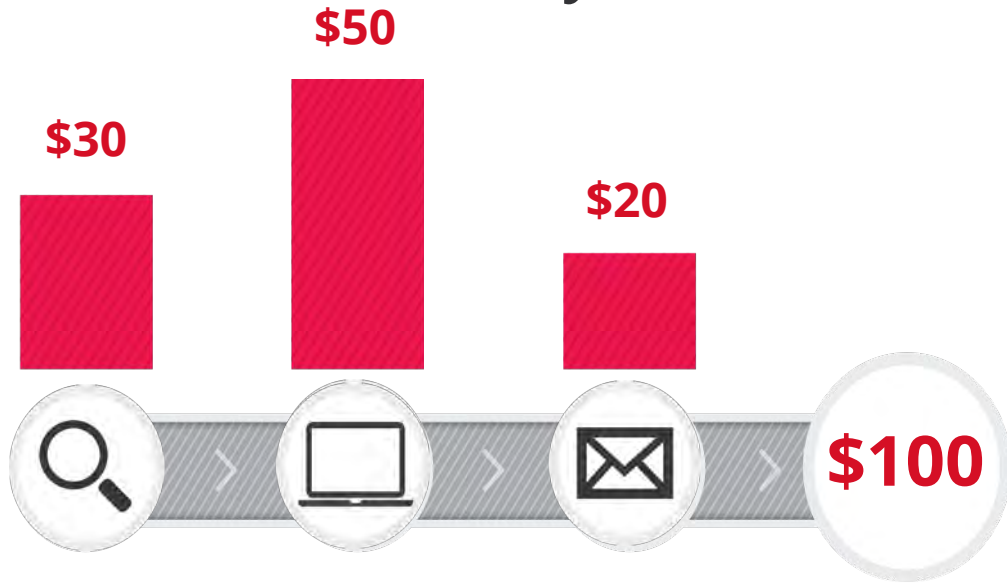
从哪里来？在网上和app里面做了什么？完成了什么关键转化？

Machine learning 帮帮您



Machine learning 归因模型

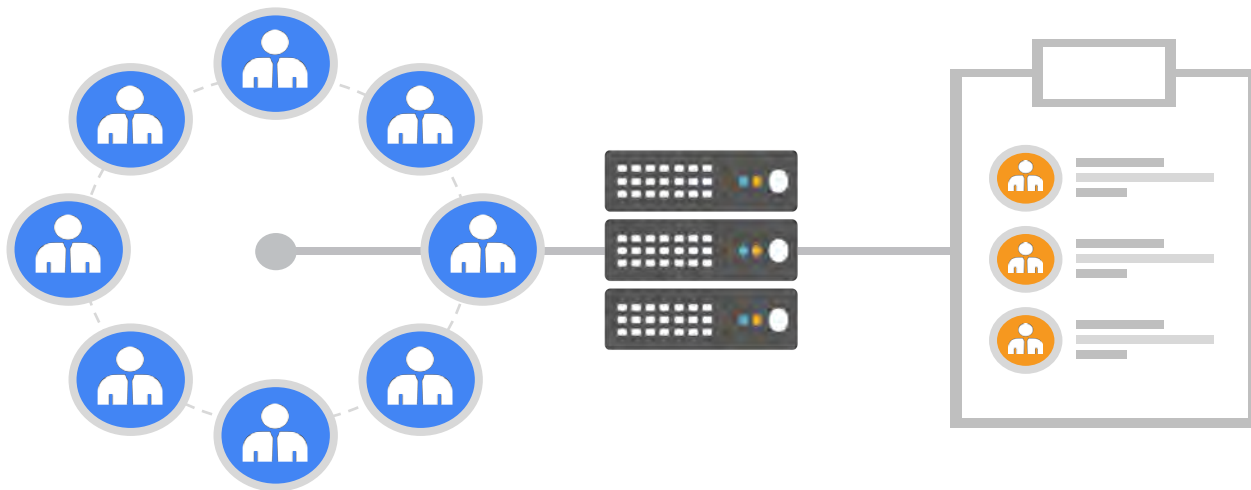
Learns from your data



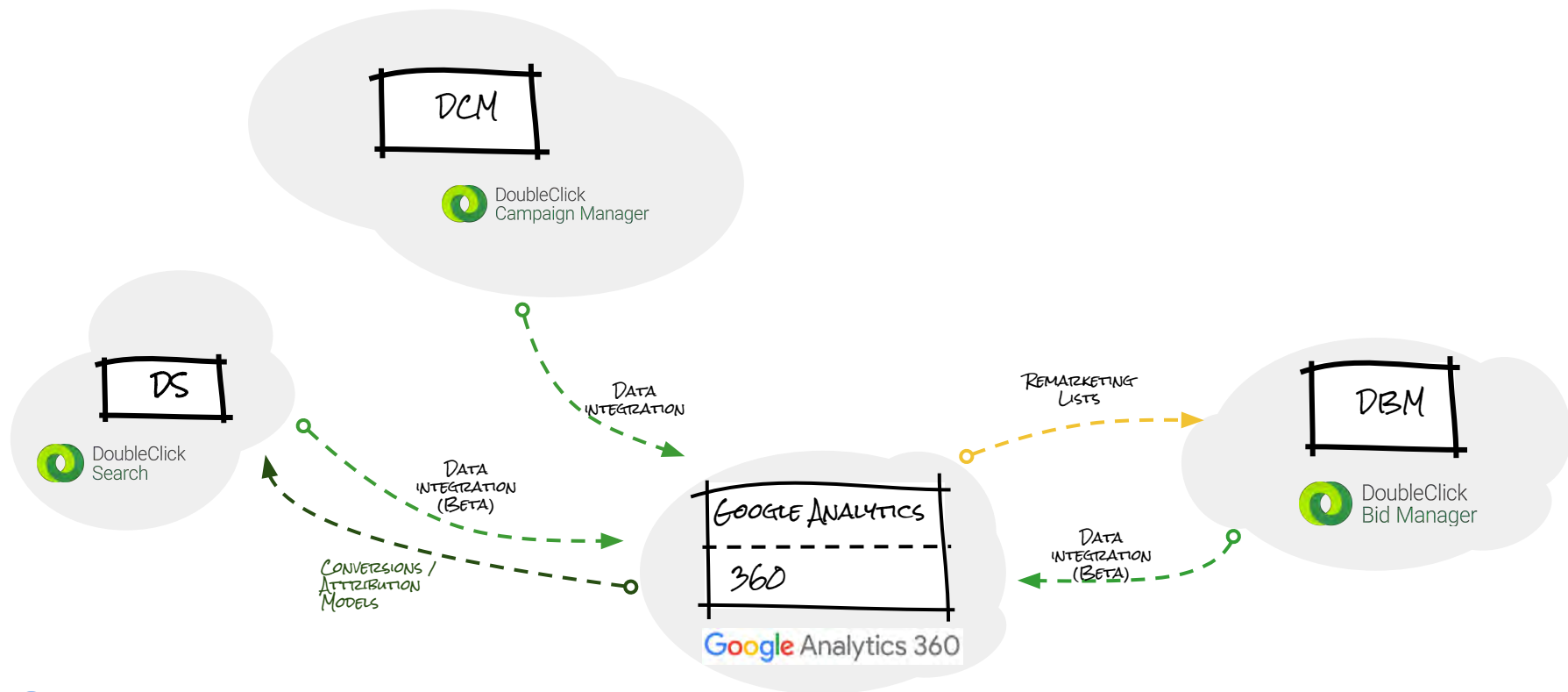
Applies credit based on incremental contribution to conversion probability – from **machine learning**

Machine Learning 用户列表

SmartLists: Google Analytics automatically identifies those mostly likely to convert and creates lists for you automagically




GA360 and DDM & Adwords






Optimize 360

Optimize 360: 最新更新



Google Optimize

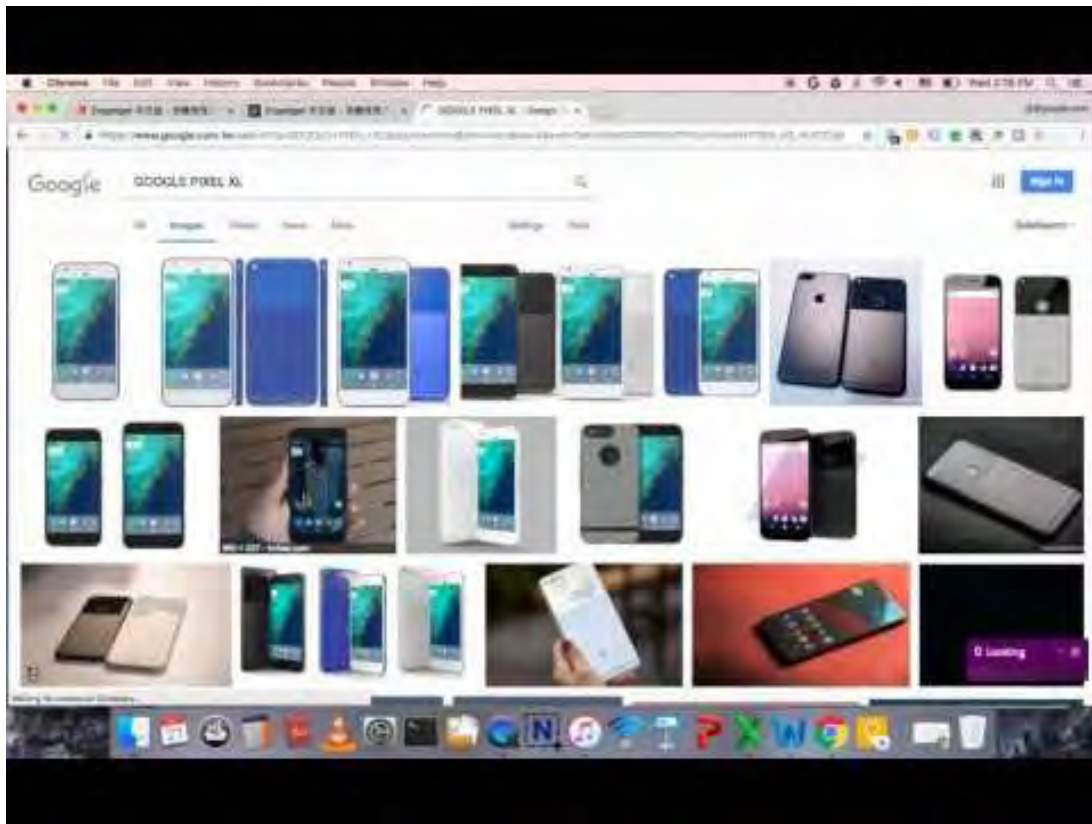
免费版不用排队了！



More Targeting Options

使用GA's state-based audience
更好的做内容定向

[Demo Time] Optimize 360





Data Studio

Data Studio: 最新更新



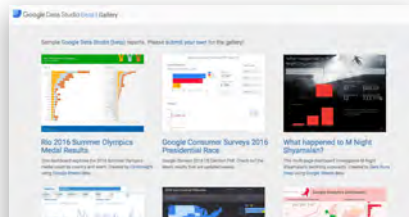
更多的数据源

Data Studio added connectors to DCM, MySQL and YouTube. Improvements have also been made to AdWords (MCC, currency support).



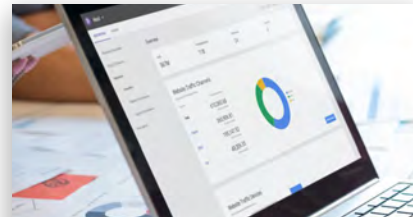
免费版开放使用

Launched Data Studio into 21 new countries, including product translations and various currency / date support.



Data Studio Gallery

See the best user-generated reports for thought starters and ideas. Available [here](#).

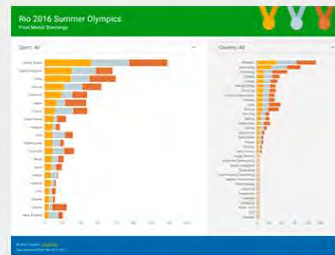


更多的模版

Templates allow report editors a place to start when creating reports, simply by connecting a new data source.

[Demo] Gallery

Sample [Google Data Studio \(beta\)](#) reports. Please [submit your own](#) for the gallery!



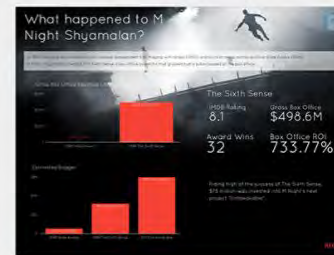
Rio 2016 Summer Olympics Medal Results

This dashboard explores the 2016 Summer Olympics medal count by country and event. Created by Clickinsight using [Google Sheets](#) data.



Google Consumer Surveys 2016 Presidential Race

Google Surveys 2016 US Election Poll. Check out the latest results that are updated weekly.



What happened to M Night Shyamalan?

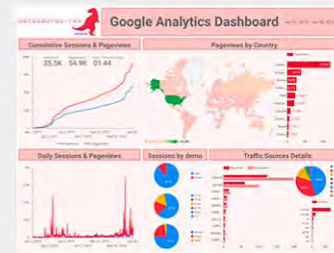
This multi-page dashboard investigates M Night Shyamalan's declining popularity. Created by [Data Runs Deep](#) using [Google Sheets](#) data.



Website Technical Performance



2016 Gun Control Filibuster



Sample Google Analytics



Surveys 360

Google Analytics 360 Suite



Data Studio 360 *Data Analysis and Visualization*



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*Marketing
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Tag Manager 360 - *Data collection*

为何使用？



消费者研究

问问客户为什么选择, 决定您的商业战略



广告效果分析 (通过用户列表定向)

通过用户列表定向, 在正确的时间向正确的用户问正确的问题: 了解 'why' 以及 'how' 去更好的补充campaign的指标

监测活动的认知的和回想率



品牌调查




了解品牌的认知度, 购买的意向

监测最近活动以及事件的影响力

[案例分享] 使用Survey 360

Survey name:

04/05/17

Audience	Targeting options	Pricing
<input checked="" type="radio"/> General population 	<input type="text" value="All ages"/>	10¢ to \$3.00 per complete. Surveys with screening questions may cost more. Learn more
<input type="radio"/> Android smartphone users 	<input type="text" value="Women and men"/>	
<input type="radio"/> Audience panels 	<input type="text" value="United States"/>	
	<input type="text" value="All of the USA"/>	
	<input <img="" alt="info icon" data-bbox="826 760 855 787" type="text" value="English"/>	

BACK

CONTINUE

第一步：定义受众

[案例分享] 使用Survey 360

Select a question format

☒ Single answer

☐ Multiple answers

☐ Rating scale

Single answer

A user can select one answer from seven options.

Which diaper bag feature is **most important**?

☐ Machine washable

☐ Removable changing mat

☐ Water bottle pockets

☐ Customizable color/fabric

☐ Stroller straps

When using Single Answer as a screening question, it's best to avoid having binary answers such as "Yes" and "No."

For this question type, answer options can be randomized or in a fixed order.

If you have more than seven options, only seven will appear at a time via [partial ordering](#) but you'll see results for all options.

This question type can be used to screen respondents.

CANCEL ADD QUESTION

第二步：选择问题

更好的分析循环



谢谢

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