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A WHITEPAPER ON

Google Analytics 360 integration with Marketing Cloud

Executive summary | Benefits | Integration | Conclusion | About Suyati

EXECUTIVE SUMMARY

This WP will discuss in detail about the Google Analytics 360 and Marketing Cloud Integration and how it will help businesses to gain a new perspective on marketing campaign performance. It will cover the key benefits of GA 360 over GA, what you can expect from the Google Cloud-Salesforce partnership and how to configure Salesforce Marketing Cloud Integration for GA 360.

WHITEPAPER

As the result of Salesforce and Google partnership, marketers can now use Google Analytics 360 with Salesforce Marketing Cloud and Salesforce's sales cloud can be imported directly into Google Analytics 360. This will help advertisers to connect online and offline data and track exactly how much their marketing content impacts online leads and get a comprehensive view of the lead conversion. It will be able to see client information assembled from various transactions in both Salesforce's Marketing Cloud and from Analytics 360, in one place.

BENEFITS OF GA-360 OVER GA

❖ No Data Sampling: Google Analytics gets sampled when your Google Analytics property exceeds 500,000 sessions within the date range you use. Significant advantages of utilizing Google Analytics 360 is that reports can comprise as many as one hundred million sessions before sampling is reached.

❖ Big Data Queries: Huge datasets can be viably overseen using google Analytics 360. It allows customers to join a few datasets and then query a single dataset from the user friendly Google BigQuery interface via a sql- based syntax.

❖ Roll-Up Reporting: Data splitting over distinctive Google Analytics properties is very common in organizations. One of the major benefits of Google analytics 360 offered to customers is to create a roll up property where they may send information from distinctive Google Analytics properties to get a holistic performance view.

❖ Sales and Marketing Data Integration: Data will be shared between Google Analytics 360 and the Salesforce Marketing cloud so marketers can get a better understanding into campaign effort and performance. This is done by accessing GA Analytics engagement metrics in the Marketing Cloud and vice versa.

❖ Enhanced DoubleClick Reporting & Insights: DoubleClick Campaign Manager (DCM) is mostly used by enterprise level organizations to show promotions on Google and non-Google systems on particular sites. It is focused upon Real Time Bidding accomplished through DBM.

❖ Data Freshness: It might take upto 24 hours to create data reports in GA while with Google Analytics 360, it takes about a maximum of four hours. This means you can track your conversion, sales and campaigns more rapidly.

GA360 + SALESFORCE MARKETING CLOUD

❖ For marketers using the Salesforce Marketing Cloud, you can expect options to share data between GA 360 and the platform.
For instance, you can:

❖ Track Salesforce engagement metrics which include emails being sent, opens and clicks happening in GA 360.

❖ Access the data from GA360 in Salesforce Marketing Cloud for a complete performance study.

❖ Target direct marketing to customized audiences created in GA 360, which can be managed from the Salesforce marketing cloud.

❖ Each website visitor is allotted an exclusive identifier by Google. Identifier stores all facts including how they came to your website and what were their aim by visiting the website.

❖ Prospects presents the lead form and the exclusive GA identifier is then handed over to Salesforce CRM.

❖ As the prospects progress through your sales funnel, the opportunity stage is refreshed in your CRM. GA360 checks for upgrades and imports chosen data

Previously, Marketers had to utilize distinctive campaign tracking parameters, send out data from various frameworks, and then merge them together. But now with the new integration between Salesforce and Google Analytics 360, entrepreneurs will gain a deeper understanding of their marketing campaign performance.

Google Analytics 360, Salesforce Sales Cloud and Salesforce Marketing Cloud will be associated in the following ways:

❖ Sales cloud from Sales information will be effortlessly accessible in Analytics 360 which can be used for customized audience creation, using in attribution and bid optimization.

The data contained in analytics 360 will be available in Salesforce Marketing cloud reporting which will help in a better understanding of marketing campaign performance.

Customized audiences created in Analytics 360 will be visible in Marketing Cloud for email and SMS campaigns.

Creating audience list is now an easy job as every customer interaction coming from Salesforce Marketing cloud will be now accessible in Google Analytics 360.

CONFIGURING SALESFORCE MARKETING CLOUD INTEGRATION FOR GA 360

For this integration to work, you will need to be first prepared with a couple of things. You will need to have Journey Builder on the Salesforce Marketing Cloud side. Depending on your Salesforce version, you may need to include Journey Builder at an additional cost.

The integration between GA360 and the marketing cloud comprises of data going in two diverse ways. Journey performance will be measured based on the journey information added to the emails being sent. When a user checks an email and goes through your site, certain campaign parameters are utilized by Google Analytics to decide what activity source ought to bring the client to the target location, as well as a user from the Marketing Cloud.

Read More: How Businesses benefit from Salesforce Marketing Cloud

CONCLUSION

There are several other integration items planned in the future. This would include making use of Analytics 360 audiences in Marketing cloud over direct channels, passing data back to Google Analytics from Marketing Cloud and so on. Entrepreneurs would be able to analyze special channel engagement statistics in a single location— analytics dashboard kept in the Marketing Cloud. From the dashboard, marketers can better visualize how mobile, web and email interactions are going on and how they are influencing each other.

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