



Google Analytics vs Google Analytics 360.

What analytics solution is right for you? Consider this side-by-side comparison of Google Analytics and Google Analytics 360 and decide for yourself.

	Google Analytics	Google Analytics 360
Perfect for	Individuals and small to medium-sized companies	Larger enterprises that need it all
Multiple data collection options across websites, apps, and internet-connected devices	✓	✓
Data access via mobile app, API, email notifications, and more	✓	✓
Advanced site and app reporting and segmentation (including real-time and user-centric reporting)	✓	✓
Native data onboarding integrations with...	Google Ads, AdSense, and Search Console (formerly Webmaster Tools)	Google Ads, AdSense, Ad Manager, Display & Video 360, Search Ads 360, Campaign Manager, and Search Console (formerly Webmaster Tools)
Native remarketing integrations with...	Google Ads	Google Ads and Display & Video 360
Integration with Google BigQuery	N/A	✓
Integration with Salesforce	N/A	✓
Advanced analysis	N/A	✓
Funnel reporting	Basic	Advanced, customizable funnel reporting

	Google Analytics	Google Analytics 360
Attribution modeling	Basic	Advanced, including data-driven model
Cross-property roll-up reporting	N/A	Number of views per property
Number of views per property Custom dimensions and metrics per property	Max 200	Max 400
Data freshness	Not guaranteed	Guaranteed 4 hours under SLA (usually faster)
Unlimited data	N/A	✓
Unsampled reporting	N/A	✓
Access to raw data	N/A	✓
User and account administration	✓	✓
Support and services	Self-service help center and community forums	Services, support and SLAs provided by Google and global partner network
Payment options	Free	Invoiced monthly

Questions about Google Analytics or Google Analytics 360? Let us know.

Drop us a line. One of our experts will get back to you.