



# Frequently Asked Questions.

## Why choose Google Analytics 360?

There are many reasons to consider deploying Google Analytics 360, including:

- **Processing Power and Data Freshness**

Increased data limits eliminate sampled reporting and faster, intra-day processing allowing reports to be updated in as little as 10 minutes.

- **Seamless Integrations**

The tool offers seamless integrations across Salesforce and Google enterprise stacks, including: BigQuery, Data Studio, Optimize, Google Ads, AdSense, Ad Manager, Display & Video 360, Search Ads 360, Campaign Manager, and Search Console, Salesforce Sales Cloud, and Salesforce Marketing Cloud.

- **Customized Solutions**

Leverage up to 200 custom dimensions and 200 custom metrics, unsampled report downloads for custom report requests, roll-up reporting for an aggregated view of all your brand properties, and access data-driven marketing attribution models and more.

- **Dedicated Support**

Service level agreements cover implementation consulting and access to dedicated support, 10 hours a day, 5 days per week, and 24/7 for critical cases.

## Who should consider Google Analytics 360?

The business case for Google Analytics 360 depends on your organization – your goals and objectives related to data, your IT environment, and other variables. If you see your organization in any of the following descriptions, you may want to consider transitioning to Google Analytics 360:

- You have or want a highly customized analytics implementation with a rich data set.
- Your Google Analytics reports regularly return sampled data sets.
- You want to start connecting additional data sets to your Google Analytics data.
- You use Salesforce Marketing Cloud or Salesforce Sales Cloud.
- You want to analyze your marketing campaigns leveraging an unbiased algorithmic attribution model.
- You want to better understand how users navigate your website.

- You leverage other Google products like: Data Studio, Optimize, Google Ads, AdSense, Ad Manager, Display & Video 360, Search Ads 360, or Campaign Manager.

## What are the additional features I get access to?

Check out the side-by-side comparison document available on this landing page.

## Why LiveArea?

LiveArea is a Google Analytics Certified Partner and Google Analytics 360 Sales Partner. We achieved this status by completing rigorous technical and strategic certifications that validate our skills in supporting enterprise clients.

Also, as a global commerce services provider, we work with and support all major eCommerce platforms, including Salesforce, SAP, Magento, IBM, Oracle, Shopify, BigCommerce, and many home grown B2B and B2C platforms. LiveArea has completed hundreds of Google Analytics implementations across these platforms. We understand the tools and technologies that deliver data, and we apply them to shape, execute and manage digital analytics initiatives that deliver measurable results.

In addition, LiveArea is also a full-service digital agency offering an array of other services including:

- Digital marketing strategy
- Conversion rate optimization
- Organic search optimization
- Paid search media
- Paid social media
- Programmatic display media
- Programmatic direct mail
- Store location management
- Marketplace management
- Content marketing
- Storefront management
- Email and affiliate marketing