

# Google Analytics

## Get the insights you need

### Transform your business through insights

You know better than anyone how important your company's online presence is to its success. But how well do you really understand how your customers are engaging with your site and apps? How do you know what's working and what isn't?

With Analytics, you can uncover the insights that drive real results. Analytics gives you comprehensive digital tools to help you better understand your customers and evaluate your site, content, and products.

You get the insights that matter – plus the ability to put them to work and transform your business.

### Understand how customers engage with your site

Analytics takes you deeper into the customer experience.

You'll see exactly how customers are interacting with your site. Analytics reveals which pages they spend the most time on or which pages they visit before leaving your site without taking action. Insights like these help you make high-value site improvements.

Using Analytics, you'll see how many new customers you've gained through your digital channels, and how that number has changed over time. You'll learn which channels are the most successful at bringing in new customers so you can allocate more resources to them.

### Three easy features in Analytics:



#### Enhanced Ecommerce

Get insights into shopping activity



#### Goals

Follow the path your visitors take to get where they're going



#### Analytics Intelligence

Machine learning meets Analytics to answer your questions

**Analytics gives you tools to help you better understand your customers so you can improve your website and drive better results.**

## Drive better decisions with Enhanced Ecommerce

The Enhanced Ecommerce feature in Analytics gives you even more insight into shopping activity on your site. Find out which products are the most popular, generate the most sales, and support the most repeat purchases — so you can make smarter, more informed merchandising decisions.

## Track important success metrics with Goals

Set up Goals to stay on top of key business activities and determine how successful your site is at turning users into customers. Creating Goals unlocks new reporting in Analytics that can help your website succeed.

The Goal Flow report in Analytics helps you improve user experience. It shows the path users take to complete a Goal that you've set up like "completed a purchase." Use this report to see if people are moving through your site efficiently, or where they might be having trouble.

You may see a page where many users leave your site, showing you there's an opportunity for improvement. Or you might find that certain steps are skipped altogether, revealing the path to conversion is too long or contains unnecessary steps.

If you've found groups of users who haven't completed a Goal on your site, you can take steps to bring them back to your site. Simply create an audience in Analytics and share it to your Google Ads account — then create an Ads campaign to re-engage those users.

## You've got intelligence on your side

To help your digital analytics data work even harder for you, we've brought the power of Google's machine learning to Analytics.

With our Analytics Intelligence feature, you can simply ask questions — by speaking in plain English to Analytics — and we'll give you answers fast. Ask basic questions like "Where is my traffic coming from?" Or monitor performance by asking "How does the trend of new users this year compare to last year?" The more questions you ask, the smarter Analytics Intelligence gets over time.

Analytics Intelligence makes it easier to discover what's important in your data and then take meaningful action. The Insights feature automatically shares trends, changes in key performance indicators, and opportunities that can impact your business.

For example, Analytics might provide an insight about an unusually low number of new users. That gives you the opportunity to address the acquisition of new users before that decline turns into a long-term trend.

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**“Google Analytics helped us optimize our art marketplace, resulting in 400% year-over-year revenue growth for our art business.”**

– *Mariam Naficy, Founder and CEO, Minted*

## Make better, data-driven decisions

Making sense of all the data you've gathered from your digital channels can be challenging. But Analytics helps you better understand how customers interact with your site. You can make the journey from awareness to purchase more rewarding for your customers – and for your company – by creating better online experiences that are based on deep insights.

Learn more at [g.co/analytics](https://g.co/analytics)

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### About Google Analytics

Google Analytics gives marketers deep insights about websites and audiences. Powerful, flexible, and free, Analytics helps savvy marketers find the messages and channels that earn the best results. State-of-the-art conversion attribution and testing tools help businesses large and small build better user experiences and maximize digital strategies. Learn more at [g.co/analytics](https://g.co/analytics).

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