




FEATURE BRIEF

Get deeper insights to deliver more effective marketing when you link Google Analytics and AdWords

You may use AdWords to reach customers and rely on Google Analytics to understand how they engage with your site. But did you know that AdWords and Google Analytics can be linked to improve the power of both? Link your accounts and you'll be on your way to answering dozens of essential questions like these:

-  Which keywords drive awareness and which drive conversions?
-  Which marketing tactics create the most interest from first-time visitors or high-value customer segments?
-  Which products sell best with each of your marketing (and remarketing) campaigns?

AdWords and Google Analytics are designed to work together, so linking your accounts brings you more insight with less work.

Go beyond the click

Get a complete view of the user path from impression to conversion. Linked accounts will show you exactly how your AdWords campaigns drive behavior on your website.

See exactly how your AdWords campaigns perform when you're able to attribute conversions across all your marketing channels.

Discover your true marketing ROI with side-by-side comparisons of your conversion details and your AdWords impression, click, and cost data.

Bring back your best customers

Reach your most valuable visitor segments using remarketing lists built with detailed Google Analytics data.

Find and reach the users most likely to convert using Smart Lists, the latest machine-learning technology from Google Analytics.

Did you know you can...

- Automatically tag links for reporting and analysis by linking your accounts?
- Use Bulk Linking to easily link multiple Adwords accounts to Google Analytics?

Get started

- Go to <http://goo.gl/moEwVv> to link your AdWords account to Google Analytics.
- Visit <http://goo.gl/VTPyBh> to learn more about how to use the rich data from Google Analytics to fuel your AdWords strategy.



Turn deeper data into better marketing

Maximize your AdWords investment with detailed conversion data from Google Analytics. Focus on the campaigns and keywords that drive engagement and micro-conversions, or set the Conversion Optimizer to make the best choices for you.

Learn how different marketing creatives drive action. If one ad inspires email sign-ups while another drives sales, you'll find out with the comprehensive behavior data in your Google Analytics interface.

"For practitioners, the promise of big data is also the burden—there are so many analyses to run, so much opportunity. With Smart Lists, Google Analytics is operationalizing statistical analysis—making us not just smarter marketers, but faster and more nimble. Smart Lists are simply plug and play, so we can focus not on list management, but on growing the business."

—Melissa Shusterman
Engagement Director, www.maassmedia.com

About Google Analytics

Google Analytics gives companies rich insights about their websites, their audiences, and their digital marketing. Powerful, flexible, and easy to use, Analytics helps savvy marketing and analytics professionals drive results for their organizations. Learn more at g.co/analytics.

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