



[Marketing Platform](#)



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For Small Businesses

Free and easy-to-use solutions for businesses of every size.

[Learn more](#)

For Enterprises

A single platform that integrates your advertising and analytics, so you can act on customer insights faster.

[Learn more](#)

- [Analytics](#)
[Understand your customers so you can deliver better experiences.](#)
- [Tag Manager](#)
[Manage all your tags without editing code.](#)

advertising

- [Campaign Manager 360](#)
[Get a complete view of all your digital media campaigns.](#)
- [Display & Video 360](#)
[Reach today's always-connected audiences wherever they are.](#)
- [Search Ads 360](#)
[Get real-time data and unified insights for your search campaigns.](#)

analytics

- [Analytics 360](#)
[Use advanced tools to get a deeper understanding of your customers so you can deliver better experiences.](#)
- [Tag Manager 360](#)
[Manage all your tags in one place for a smarter, simpler way to oversee your marketing.](#)

- [Overview](#)
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Get essential customer insights.

Get a complete understanding of your customers across devices and platforms. Google Analytics gives you the tools, free of charge, to understand the customer journey and improve marketing ROI.

[Get started today](#)

See what's in it for you.

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Unlock customer-centric measurement.

Understand how your customers interact across your sites and apps, throughout their entire lifecycle.

-

Get smarter insights to improve ROI.

Uncover new insights and anticipate future customer actions with Google's machine learning to get more value out of your data.

-

Connect your insights to results.

Take action to optimize marketing performance with integrations across Google's advertising and publisher tools.

-

Make your data work for you.

Quickly analyze your data and collaborate with an easy-to-use interface and shareable reports.

[See all benefits](#)

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Quickly analyze your data and collaborate with an easy-to-use interface and shareable reports.

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- 3
- 4
- 5

[See all benefits](#)

Google Analytics allows us to look at our data across platforms — web and app — to understand the full journey of our users. We’ve been able to cut our reporting time by 50%.

Sara Swaney, Director of Advancement, 412 Food Rescue

Dive into the details.

Get a reliable measurement foundation with built-in automation, intuitive and flexible reporting, cross-platform attribution, and so much more.

[See all features](#)

Designed to work together.

Use Analytics with other Google solutions to get a complete understanding of your marketing efforts and enhance performance.

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Google Ads

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Search Ads 360

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Display & Video 360

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Google Cloud

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Google Search Console

[See all integrations](#)

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Google Ads

-

Search Ads 360

-

Display & Video 360

-

Google Cloud

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Google Search Console

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[See all integrations](#)

Lider increases conversion rate 18X with Google Analytics.

Lider used Analytics for a single measurement source of truth across its website and app to re-engage users and find new users most likely to purchase. The result was an 85% decrease in CPA and 18X conversion rate improvement.

[Read more](#)

Resources

- [Case Study](#)

[McDonald's Hong Kong uses Google Analytics 4 to increase in-app orders by 550%](#)

- [Read more](#)

- [Feature Brief](#)

[Control how data is used in Google Analytics](#)

- [Read more](#)

- [Report](#)

[The Future of Analytics](#)

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