THE POWER OF GOOGLE ANALYTICS 360

Google Analytics Standard vs. Google Analytics 360 comparison sheet

	Google Analytics	Google Analytics 360
Best For	Individuals, small and medium-sized businesses	Larger enterprises
Payment Options	Free	Paid annually in advance
Multiple data collection options across websites, mobile apps, and digitally connected devices	✓	✓
Data access via mobile app, email notifications, API, and more	✓	✓
Multiple reporting and segmentation options for websites and mobile apps, including real-time and user-centric reports	✓	✓
User and account administration	Basic Google Analytics user interface	Google Analytics 360 Suite administration

DATA PROCESSING & DATA EXPORT

	Google Analytics	Google Analytics 360
Sampling Size The upper limit on sessions after which sampling occurs	500 K	100 M (in UI) 200 M for download
Hit Limit The upper limit on data volume a user has access to	10 M hits/month	500+ M hits/month
Maximum number of hits per session. If you go over this limit, additional hits will not be processed for that session	500 hits	2 000 hits
Views per Property Maximum number of views under one web property	25	up to 400
Unsampled Reports Reports with no session sampling	—	✓
Rows Available for Export The maximum number of rows in an export file	5 K (in UI) 5 K (for download)	5 K (in UI) 3 M (for download)
Raw Data Export Export of raw, session/hit-level Google Analytics data	—	Utilizing Google BigQuery
Data Freshness Data update frequency	Not guaranteed	Guaranteed within 15 minutes under SLA (most first-party data is available in near real-time)

DATA REPORTING

	Google Analytics	Google Analytics 360
Attribution Modeling Assigning percentage of order value to marketing channels	Basic attribution models	Advanced, including data for display impressions and costs from DCM, and the Data-Driven attribution model
Custom Dimensions per Property Custom dimensions used to collect and analyze data that Google Analytics doesn't track automatically (e.g. CRM data, data about phone calls, etc.)	20	200
Custom Metrics per Property Custom metrics for data that Google Analytics doesn't track automatically	20	200
Calculated Metrics Number of user-defined metrics computed from existing metrics	5	50
Cross-Property Roll-Up Reporting Aggregation of the data from multiple properties in one roll-up property	—	✓
Custom Tables Processing unsampled data on a daily basis with a specified set of dimensions, metrics, segments and filters	—	100 Custom Tables available
Funnel Reporting Visualizing stages of the funnel in terms of the user behavior at the each step of the funnel	Basic Users Flow Report	Advanced, allowing for funnel customization

DATA IMPORTS

	Google Analytics	Google Analytics 360
Processing-Time Import Imported data is joined with uploaded data as the hits are received and processed	10 GB per property 10 GB per data set	1 TB per property 20 GB per data set
Query-Time Import Imported data can be joined with historical data in reports and updated at will	—	1 GB per property 1 GB per data set

GOOGLE ANALYTICS 360 SLA

Google Analytics Reporting & Data Collection	Not guaranteed	99%
Google Analytics Processing Time	Not guaranteed	< 15 minutes, 98% of the time
Google Tag Manager Delivery & Reporting	Not guaranteed	99%

INTEGRATIONS

	Google Analytics	Google Analytics 360
Google BigQuery	—	✓
Google AdWords	✓	✓
Google AdSense	✓	✓
Google Search Console	✓	✓
DoubleClick AdExchange	✓	✓
Google Display Network	✓	✓
Firebase	✓	✓
DoubleClick Bid Manager	—	✓
DoubleClick Campaign Manager	—	✓
DoubleClick for Publishers	—	✓
DoubleClick Search	—	✓

CUSTOMER SERVICE & SUPPORT

	Google Analytics	Google Analytics 360
Support and Services	Self-service Help Center and community forums	Enterprise-level service, support, and SLA
Dedicated Analyst	—	✓
Onboarding & Ongoing Training Sessions	—	✓
Priority Access to Google's Educational Resources	—	✓
Access to Closed Beta Features	—	✓
Measurement Guidance	—	✓
Implementation Assistance for Google Analytics & Google Tag Manager	—	✓
Custom Metrics' System Development	—	✓
Technical Help Desk Support	—	✓

OWOX BI SOLUTIONS

	Google Analytics	Google Analytics 360
BI PIPELINE	Upon request	
BI ATTRIBUTION	Upon request	
BI SMART DATA	Upon request	
Google BigQuery Reports Add-on	✓	✓
Google Analytics Data Upload Add-on	✓	✓

WHY OWOX

UNIQUE EXPERIENCE IN ECOMMERCE
OWOX has 9 years of experience implementing online analytics in leading Ecommerce projects worldwide. More than 2,000,000 transactions are generated weekly on our clients' websites.

READY-TO-USE SERVICES AND UNIQUE TECHNOLOGIES
We fully understand the scope of challenges faced by retail business, and help our clients overcome them. Our own Funnel Based attribution model has proven to help discover the real value of their marketing efforts.

ACKNOWLEDGED EXPERTISE
OWOX is a recognised Google Analytics Certified Partner,
Google Cloud Platform Authorized Technology Partner
and Google Analytics 360 Authorized Reseller.
We annually co-organize a number of conferences
on data analytics.

Google Cloud
Partner

Google Analytics Certified
Partner
Services – Sales

WE DO NOT SELL ADS.
We are not an advertising agency. Our ultimate goal is to ensure that you get the most accurate and timely data for successful decision making.

If you're interested in upgrading to Google Analytics 360, or have any questions,
please email us at: **ga360@owox.com** or give us a call at: **+1 (650) 235-49-12**

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