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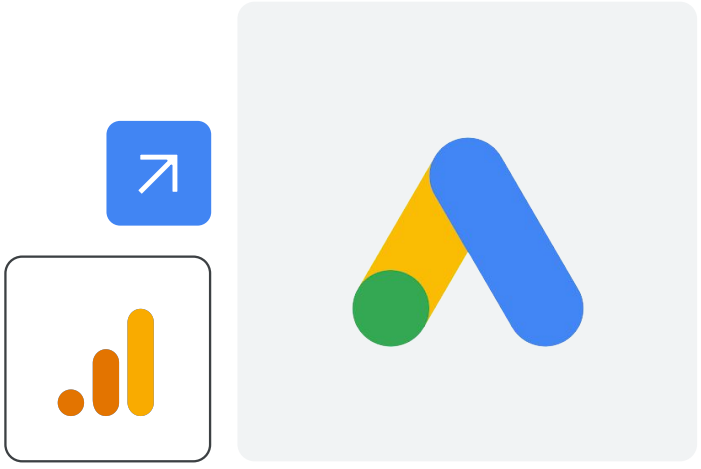
Google

Linking Google Analytics to Google Ads

The key step to powering improved ads performance and smarter cross-channel measurement



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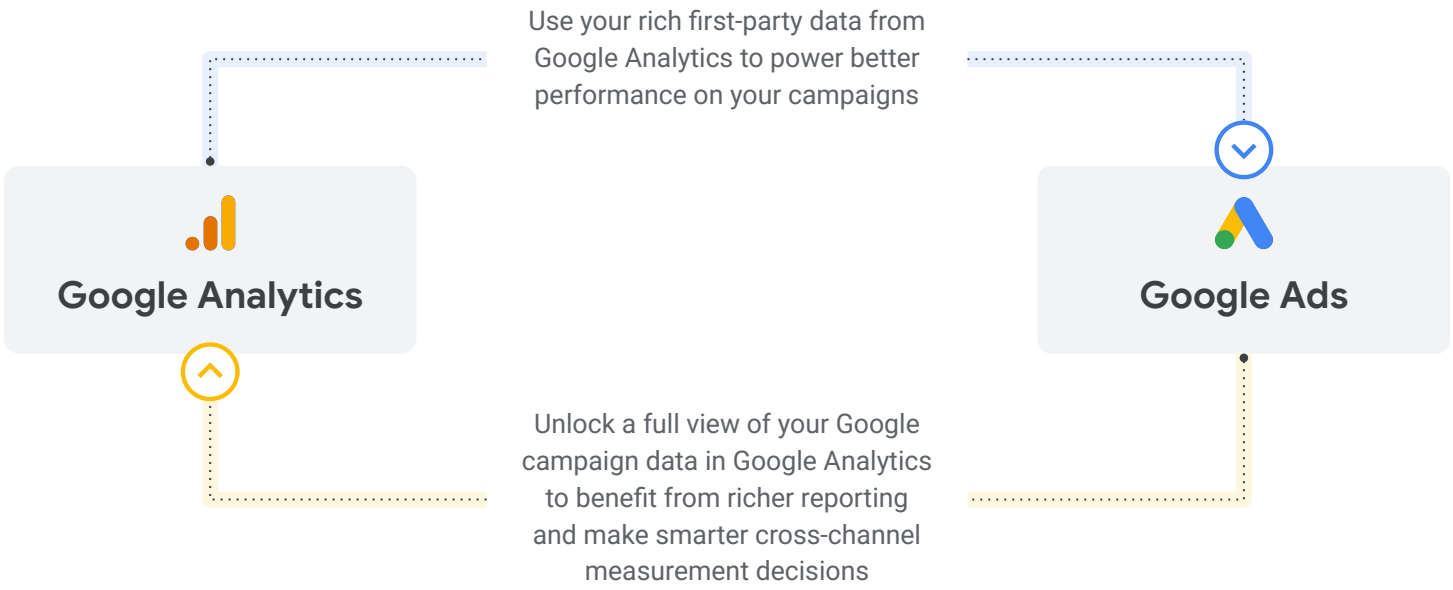
Google Analytics is your critical tool for business growth. As a powerful data foundation and a rich source of first-party signals essential for AI-driven marketing, it can unlock business intelligence and ROI-boosting activation strategies to help drive your business objectives.

Unified data is the foundation of smarter marketing. It eliminates inefficiencies, powers personalization, centralizes measurement, and helps marketers make data-informed decisions.

By leveraging the native integrations between Google Analytics and Google Ads and Google Marketing Platform[1], you can enable powerful, bi-lateral data sharing between the two platforms. **Link these platforms to supercharge your Google Ads campaign performance and unlock more helpful reporting to make better cross-channel measurement decisions.**

Customers who link their Google Ads or Google Marketing Platform accounts to a Google Analytics property are correlated with a 23% increase in conversions and a 10% reduction in cost per conversion.[2]



1. The benefits and capabilities listed in this document apply not only to Google Ads, but Search Ads 360 and Display and Video 360 as well.
2. Source: Google Internal Data, Global, Ads, 10/2023 to 12/2024. Population studied is SMB (small) customers who use any of the following 4 bidding strategies: tCPA, tROAS, Max Conversions, Max Conversion Value. Performance uplift is measured across all Google buying doors. Linking is defined as connecting a Google Analytics property with a Google ad division, including Google Ads or Google Marketing Platform

Google Analytics data → **Google Ads** = **Better Ads Performance**

The rich customer journey insights that you collect in Google Analytics is used to fuel AI-powered ads performance, leading to better campaign ROI.

This unlocks valuable use cases:

AI-powered Bidding and Optimization:

Bid towards the events that happen on your web and app properties that matter the most to your business, using your own first-party data to drive performance.

Getting Started	Unique to Google Analytics (More Advanced Capabilities)		
Move to Value-Driven Bidding: Shift from manual or CPC bidding to Automated Smart Bidding (like tCPA or tROAS) by sharing your key events as conversions, focusing your budget on the **actions that generate tangible business value**, not just clicks or impressions.	**Bidding to Custom Milestones:** Define and bid on **complex user behaviors and custom milestones w/ audience triggers** —such as a user watching a product video or completing an application [Case Study] **Bayer doubles high value conversions with custom milestones**	**Performance for Low-Volume Businesses:** For businesses with low final sale volume, Google Analytics allows you to identify and optimize toward **micro-conversions** based on behavior earlier in the funnel, or on behaviors more likely to lead to high-value future actions (high LTV).	**Cross-Channel Aware Bidding:** Google Analytics provides a comprehensive, **cross-channel view** of the customer journey, enabling Google AI to make smarter bidding decisions that are aware of marketing efforts beyond just Google Ads

Supercharge campaigns with better audiences for smarter targeting and AI signals:

Audiences are a powerful signal for a number of use cases for you Ad campaigns: direct targeting, hints for AI-powered performance with optimized targeting, and for creating lookalike audiences. Google Analytics' audience builder unlocks unique, high-value capabilities that drive maximum reach

Getting Started with Turnkey Suggested Audiences:

Suggested templates are automatically configured audiences leveraging a set of dimensions. These are aligned with common business objectives, such as generating leads, driving online sales, or increasing gaming revenue, allowing you to get started quickly.

Advanced and Unique Audience Capabilities

Maximum Scale with Blended Audiences: Maximize your audience reach by activating Customer Match via User-Provided Data and Google Signals. This blends first-party identifiers (eg, hashed emails) and third-party identifiers (eg, cookies) into a single list, ensuring you can reach relevant users across Google properties, even in cookieless environments.	**Granular Behavioral Segmentation:** Create unique segments based on granular user behaviors, such as time on site or specific page sequencing. [Case Study] **Zomato garners 10% higher order value and 30% lower acquisition cost by optimizing App campaigns towards an event created using Google Analytics Audience Triggers**	**Predictive Power:** Predictive metrics use machine learning trained on your own historical data for smarter list segmentation (e.g., predicted revenue or purchase propensity) to anticipate a user's next valuable action. [Case Study] **GA's predictive audiences drive 9.4% incremental revenue for Barceló Hotel Group**	**Cross-Device and Offline Audience Enrichment:** Create comprehensive audiences that span user behaviors across both web and app, and even bring in offline attributes (sales, LTV from your CRM), building the most relevant segments to reach customers and prospects on your campaigns.

Google Ads data → **Google Analytics** = **Better reporting and smarter cross-channel budgeting decisions**

Google Analytics enables you to measure the entire customer journey, across channels and platforms in an easy-to-use way. By integrating Google Analytics with Google Ads, you'll unlock better reporting insights to help you make smarter marketing decisions.

This unlocks valuable use cases:

Seamlessly Bring your Google campaign data into Google Analytics for a more complete understanding of your campaign impact

Comprehensive Performance Metrics:

Automatically gain access to Google Ads performance metrics in Google Analytics, including:

- **Google Ads cost data,** which allows you to calculate and analyze critical metrics like ROAS & CPA.

  You can also bring more third party data into Google Analytics via seamless integrations such as cost data integrations with Meta, TikTok, Reddit, Snap, and Pinterest and soon benefit from the ability to seamlessly bring impression data from third parties into Google Analytics as well. This marks a pivotal change in Google Analytics' role as a trusted tool for measuring all of your cross-channel media investments.

- **YouTube Web Engaged View Conversions (EVCs),** in the conversion-based reports in Google Analytics Advertising workspace, when you enable Google Signals. EVCs show you how users who watched your YouTube video ads later converted, which helps you gain an accurate picture of how your Google campaigns are driving performance outcomes by ensuring you are not over-optimizing for click-based media.
- **Granular campaign and source data via Aggregate Identifiers,** which remove the need for manual UTM tagging and maintain reporting accuracy for Google advertising campaigns, particularly in scenarios where the standard, user-level identifiers cannot be used

Consistent Measurement Across Google Platforms

Linking aligns how conversions are defined and reported across Google ad platforms and Google Analytics, which enables you to achieve more consistent measurement.

Gain a comprehensive view of your cross-channel media, including your non-Google advertising BETA COMING SOON*

Linking is the first crucial step towards unlocking comprehensive cross-channel measurement across the full customer journey from linked Google media platforms for deeper campaign performance insights which help you make smarter media investment decisions.

Plan, budget, and optimize across channels via new cross-channel measurement tools in Google Analytics:

Once you've linked to Google Analytics to bring your Google campaigns data into Google Analytics and seamlessly integrated your third party data in Google Analytics, you can make use of new tools in Google Analytics that will help you make smarter marketing decisions. Optimize your media spend and improve marketing ROI with the projections report, which helps you forecast the performance of your campaigns, and scenario planner which helps you optimize your media mix to improve performance

*Reach out to your Google Account Representative if you're interested in learning more and participating

Take Action

Follow these steps to get the most out of Google Analytics:

Crawl

- Link your Google Analytics property to your Google Ads and Google Marketing Platform accounts with personalized advertising enabled to unlock the bidirectional benefits of this integration
- Activate Google Signals to create remarketing audiences from your Google Analytics data. Google Signals use third-party advertising identifiers (like cookies) to serve ads in remarketing campaigns to Google users who have turned on Ads Personalization. Google Signal also enables cross-device remarketing.
- Configure key events to measure the most important actions that users take and import corresponding conversions to Google Ads to unlock bidding improvements and cross-channel conversion measurement reports
- Create audiences to segment users in meaningful ways and use them on your campaigns. If eligible (enough event volume), create predictive audiences to utilize machine learning to anticipate future user behavior.

Walk

- Set user-provided data collection enable customer match support for Google Analytics audiences, enhanced conversions support for Google Analytics conversions, and demographic and interest reporting based on first-party data and consented Google signed-in user data
- Set up User ID to measure user activity consistently across platforms

Run

- Import cost data to analyze return-on-investment (ROI) and compare campaign performance for all your online-advertising and marketing investments

GA's predictive audiences drive 9.4% incremental revenue for Barceló Hotel Group

- **The Challenge:** Barceló Hotel Group is one of the biggest hotel brands in the world. Barceló uses a "thermo marketing" retargeting approach to cluster its potential new customers (Fire, Hot, Warm, and Cold) based on how close they are to a conversion.
- **The Approach:** Google Analytics predictive audiences was the natural next step to make sure the best signals and segmentation options were used to feed the DV360 campaigns and creatives. Barceló defined four new predictive audiences according to the thermo marketing categories and put them to work on Barceló's existing setup alongside its pre-existing rule-based audiences.

The Results: Predictive audiences showed +9.4% incremental revenue compared to the rule-based audiences and decreased cost per acquisition (CPA) by 10%.

John Lewis & Partners protect privacy and improve conversions by 22% with predictive audiences

- **The Challenge:** John Lewis & Partners is one of the U.K's most recognisable and trusted retail brands. Preserving the company's reputation amidst growing online privacy concerns, while simultaneously striving to decrease customer attrition, increase revenue from existing clients, and acquire new customers posed a challenge for its marketing team.
- **The Approach:** John Lewis & Partners leveraged Google Analytics predictive audiences to accurately predict future behaviour using significantly less data. They created high likelihood to purchase audiences, based on previously consenting high revenue and repeat purchase customers, and integrated these audiences into an ongoing remarketing plan.

The Results: Tests that ran GA4's predictive audiences resulted in a 9% lower CPA, 22% higher conversion rate, and 17% increase in post-click sales. It also saw John Lewis & Partners save significant amounts of time by removing the manual work surrounding rule creation and new audience lists, allowing them to focus on value-adding strategic tasks instead.

Lithium Lab (EWA) accelerates campaign performance using Google Analytics for Firebase bidding



- **The Challenge:** EWA is a personalized English and Spanish tutoring service, where users can personalize their curriculum and pace to best suit their learning styles. EWA had the goal of increasing in-app actions.
- **The Approach:** EWA tested optimizing towards Google Analytics for Firebase bidding using a controlled pre-post analysis:
  - **Pre-phase:** App campaign in account using 3P AAP bidding
  - **Test phase:** App campaign in account using GA4F bidding

The Results: Google Analytics for Firebase bidding drove a notable boost in performance and an uplift in the average number of daily in-app actions: +111% conversions at -54% cost per conversion on Android and +16% conversions at -27% cost per conversion on iOS

Bayer focuses on high-value consumers with Google Analytics custom milestones

- **The Challenge:** Bayer's goal was to bring more high value customers to its Iberogast website – the kind of shoppers actively searching for digestive health products, and ready to buy online or in-person. However, their current Search Ads 360 (SA360) bidding strategy was focused on driving traffic, without differentiating between the user's value.
- **The Approach:** Using Google Analytics, Bayer defined six website events to determine the value of any potential customers – including clicking a product link, searching for local pharmacies, or clicking the 'Buy' button on the product page. SA360 then used this data for AI-supported value-based bidding to effectively bring more top prospects to the Iberogast website.

The Results: Within three months, the number of high-value conversions had more than doubled. Conversion value also increased by 39% – while the new value-based bidding strategy saw cost per action (CPA) drop by 42%.

Zomato garners 10% higher order value and 30% lower acquisition cost by optimizing App campaigns towards an event created using Google Analytics Audience Triggers

- **The Challenge:** Zomato is an Indian restaurant aggregator and food delivery platform. Zomato was looking for a new solution to increase their premium user base and ensure their order frequency goals were met while attaining profitability.
- **The Approach:** Zomato created new events using Audience Triggers to identify high value users and yield a better ROI (Size/Order value, Frequency of orders, Duration since last purchase). These new events were deployed to optimize Zomato's Google App campaigns. It took only 10 minutes to implement all events and no additional development resources.

The Results: Zomato's Google App campaigns saw a 10% higher average order value at a 30% lower cost per acquisition, and with a 20% higher event count per user.

5% more click-throughs. 9% less drop-offs. Gymshark achieves a new personal best, with Google Analytics

- **The Challenge:** To provide their shoppers with a more personalised experience, Gymshark planned to launch a new ecommerce app. To do that though, they first needed a product analytics platform capable of delivering key data points that could be quickly interrogated, and turned into actionable decisions.
- **The Approach:** Gymshark began by implementing the global site tag across their ecommerce website and new app to collect observable first party data. Next, they replicated their tracking structure across both platforms to gain a consistent view of customer performance. To further improve the data quality, the team created a series of rich data points by adding custom parameters to certain data sets. Lastly, they leveraged the flexible and customisable features of the Google Analytics Explore section to reveal fresh insights, and uncover key pain points in user journeys.

The Results: Google Analytics allowed Gymshark to reduce the number of data processing tools and platforms from five to just one, while spending 30% less time conducting user journey analysis. What's more, the ease and fluidity of using Google Analytics means the number of custom dimensions that enrich Gymshark's data has since doubled. New insights derived from the User Explorer report and other ecommerce reports have also helped reduce checkout drop-offs by 9%, and boost product page click-throughs by 5%.