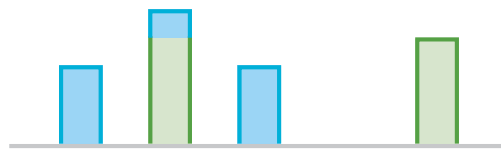


Move your enterprise from data  
to insights to action.



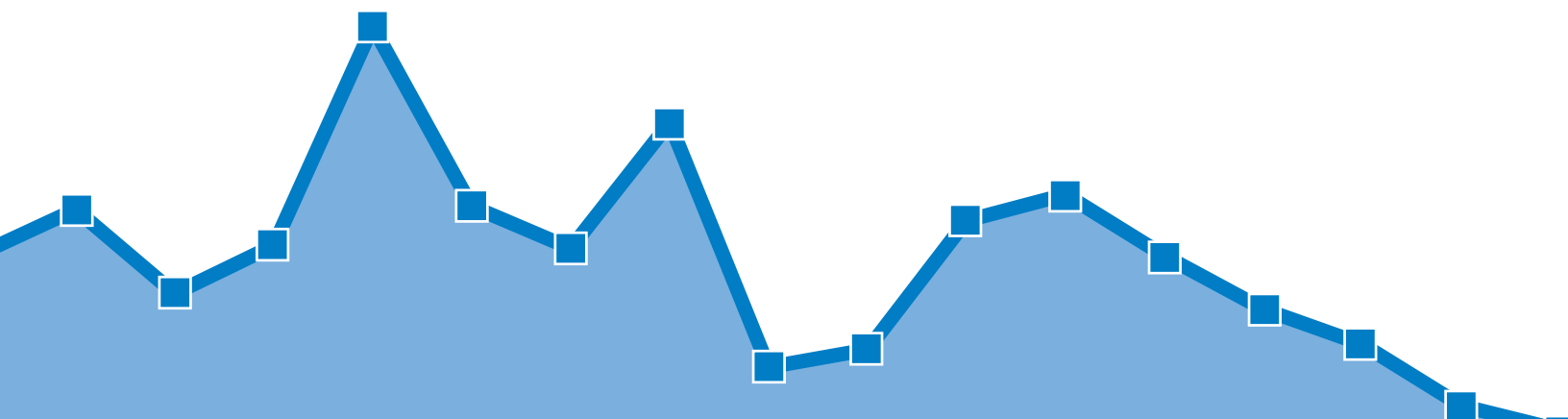
Overview

Google Analytics Premium

## Now you can empower your entire enterprise to make data-driven decisions.

As your online business grows, you need more insights and support than ever. That's why we've created Google™ Analytics Premium. Now being used by some of the world's most well-known organizations, Premium increases the power and ease of Google Analytics for your business. All for one fully predictable, flat-rate, everything-included annual fee.

Now you can share more valuable information than ever throughout your enterprise—from the back room to the boardroom—for better decision making.





### Extra processing power means more data, more quickly.

With Google Analytics Premium, you can gather, analyze and share more data than ever.

- **Lifted data limits.** Track more than ever—billions of hits per month and 50 custom variables give you deep insights to make more informed decisions.
- **Download unsampled reports.** Export high data volumes and analyze all of your data.



### Advanced analysis tools deliver deeper insights.

Analysis options unique to Google Analytics Premium provide a deeper understanding of consumer behavior.

- **Attribution modeling.** Easily perform attribution modeling on your marketing campaigns to understand the full value of all the channels in your media mix.
- **More custom variables.** We're flexible. With 50 custom variables, you can customize your analytics and collect the unique site usage data you want.



### Service Level Agreements give you a Google uptime guarantee.

Your site activity is reliably recorded and available to you at all times. Google will compensate you if we don't deliver.

- **Data collection.** Get a Service Level Agreement of 99.9% in any calendar month.
- **Processing.** Data freshness within a maximum of 4 hours 98% of the time. React faster than ever.
- **Reporting.** Enjoy guarantees of 99% in any calendar month.
- **Data ownership.** You own your customer data and control how that data is shared.



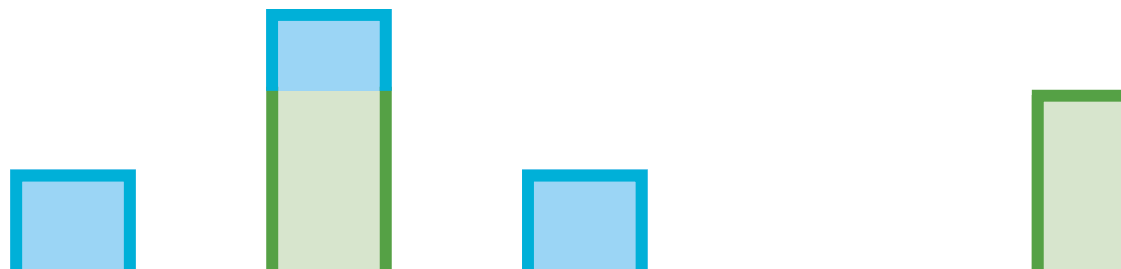
### Dedicated Google service gives you your own support team.

We start with a thorough implementation review. Then we help you by customizing everything from installation to training to meet your business requirements.

- **Tap into all of the power of Google Analytics.** Our specialists will move you smoothly from your existing installations to all the functionality and features of Google Analytics to ensure you have a full and reliable data set.
- **Get your own account manager.** This expert will be your day-to-day operational contact, a natural extension of your marketing and web development teams, and is committed to your overall satisfaction.
- **Comprehensive training for your whole team.** Business-focused product use training at your office or a Google location near you. We will help your whole team use Google Analytics to make data-driven decisions.
- **Real live technical support around the clock.** Our help desk and escalation-management system tracks your concerns to prompt resolution. If a high-priority issue arises after business hours, just contact our 24/7 emergency support line.

"Google has a team of first-class support people on call that have worked with us to customize our implementation and continue to help us to maximize our returns from Google Analytics."

Ahbi Jahdavi, *Director of Site Optimization, Analytics and Shopping Cart*—[Travelocity.com](http://Travelocity.com)



# Get more data, advanced features and dedicated service from Google Analytics Premium.

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Take advantage of the customized, high-touch support that Google Analytics Premium has to offer and take the guesswork out of your analytics budget.

It's all the power and ease you expect from Google Analytics—with extras that help you optimize everything and get the most from its robust capabilities. A flat annual fee of \$150,000\* covers all the data, guarantees and service you could need.

Get started today by calling your Google rep or emailing [gapremium@google.com](mailto:gapremium@google.com).

\*Price in US dollars

## Google™ Analytics Premium

[www.google.com/analytics/premium](http://www.google.com/analytics/premium)