

Adobe Analytics vs. Google Analytics 360

An Enterprise Solution Comparison

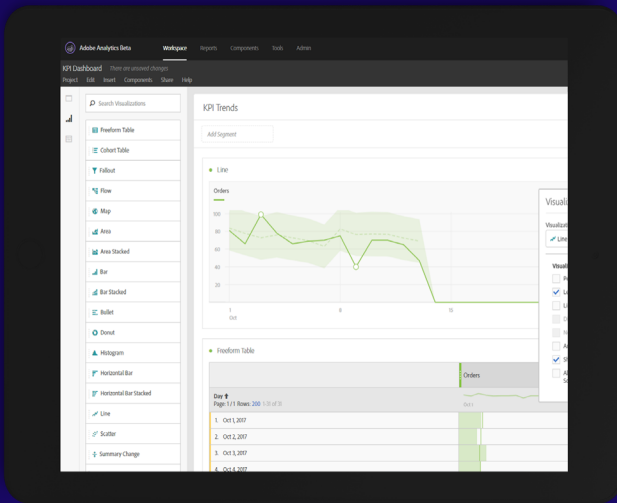


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The success of your brand depends on insights from data—audience insight, campaign insight, channel insight, customer journey insight, and more. The analytics technology you choose has to deliver those insights in a meaningful way for your brand to achieve maximum value. But just as important, it must allow you to easily explore what's going on in real time with reports and visualizations that enable you to take action with confidence.

Let's take a look at the differences between Adobe Analytics and Google Analytics 360. We'll explore several key areas that can help you determine which solution is right for your brand.



Ad Hoc Reporting

Enterprise marketing teams often need to report on multichannel marketing data in an ad hoc way, so specific business questions can be answered in the moment. When ad hoc reporting is required, the challenge is enabling stakeholders to create unique reports that distill data sets easily, quickly, and accurately.

ADOBE ANALYTICS	GOOGLE ANALYTICS 360
Flexible, drag-and-drop UI for quick ad hoc reports	Rigid UI and platform architecture extends ad hoc report building time
No data sampling needed to generate custom reports	Data sampling needed when monthly hit allotment is exceeded or when custom requests are made (i.e., add a secondary dimension)
Abundant mathematical, sequential, and statistical calculated metrics from a broader set of variables and operators	Capped at 50 calculated metrics using basic mathematical operators

Adobe Analytics

- Adobe's freeform reporting feature, [Analysis Workspace](#), allows users to drag and drop data tables, visualizations, and components (dimensions, metrics, segments, and time granularities), allowing most non-technical users to easily create reports on the fly—without having to build or rebuild reports every time a new question is asked.
- A combination of complex mathematical operators and a larger set of variables provide users with nearly unlimited calculated and advanced metrics that can be generated. And that means Adobe can handle the volume, velocity, and variety of ad hoc reporting that any enterprise may need.

- Adobe Analytics does not sample. Instead, it allows users to capture unlimited touchpoints for more complete customer journey analysis. Because you're reporting on populations of data, not sampling, you can be confident in reporting.
- The reporting architecture with Adobe allows enterprises to scale ad hoc reporting across channel, campaign, and product teams. Advanced calculated metrics combine data sets to generate almost unlimited mathematical, sequential, and statistical operations that can be segmented and created for any report.

Adobe can handle the volume, velocity, and variety of ad hoc reporting that almost any enterprise may need.

Google Analytics 360

- Although Google Analytics 360 users can customize reports, the UI doesn't provide the drag-and-drop ease of adding a table, dimension, or component to an existing report. As a result, building ad hoc reports takes more time. Google's architecture does provide some customized funnel reports by adding content, applying filters, and selecting a view, but visualizations are limited and can be challenging to analyze.

- Google Analytics 360 is limited to 50 calculated metrics solely based upon basic mathematical operators, limiting insights ad hoc requests can demand.
- Data sampling occurs when Google users exceed the allotted hits per month a contract provides. [According to Google](#), "producing unsampled reports requires a significant processing load and, as a result, access to this feature is limited." Sampling may impact reporting consistency and accuracy.
- In general, Google ad hoc reporting is limited, providing a one-size-fits-all approach to analyzing dimensions, metrics, and time granularities. Due to incomplete data ingestion, customized reports for social, email, emerging technologies, and other teams may be a challenge to provide, which can inhibit insights gained across the organization. In addition, adding additional dimensions to an existing project requires a user to generate a new report, which may trigger sampling that can impact data accuracy and remarketing performance.



Customer Journey

Brands that tend to focus on acquisition and conversion ignore data that either provide key insights to broader marketing performance, such as lifetime value, or reveal customers' journeys, such as drop-off points and other post-click metrics. Without that data, the accuracy of attribution is diminished and may result in missed opportunities following acquisition or conversion.

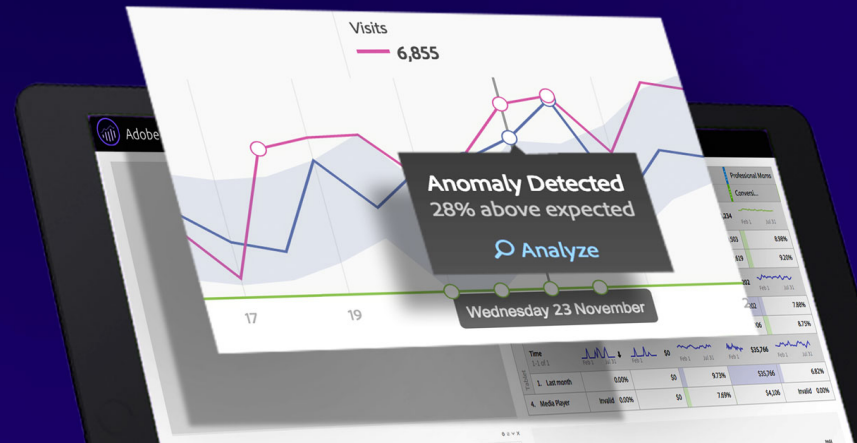
ADOBE ANALYTICS	GOOGLE ANALYTICS 360
Full omnichannel data sources out of the box	Site, search, and advertising clickstream data out of the box but may be unable to add certain channels
Changes to data metadata can be applied retroactively during campaigns	Metadata changes can't be applied retroactively

Adobe Analytics

- Adobe provides a secure, flexible platform that collects, analyzes, and reports on multiple channels—in addition to paid advertising—allowing users to gain insights across the entire customer journey. As a result, users can build a unified, complete customer profile and analyze any touchpoint within that journey.
- Reports can be curated and scheduled for any user connected to the customer journey.
- Adobe offers a wide range of integrations and data connectors to bring in third-party data, providing rich insight into customer journeys.
- Adobe provides robust metadata (product ID, category, description, etc.) capabilities that can be updated and applied retroactively anywhere within a journey.

Google Analytics 360

- Google captures some journey data but, due to time-based limitations and omitted channels within a customer journey, ultimately falls short of providing a complete profile. For example, pathing, fallout, sequential segmentation, and flow analysis are limited in scope, leaving important signals out of a complete analysis. Additionally, Google lacks visualizations of the customer journey.
- Google data is siloed within channels, which may inhibit cross-channel analysis.
- Google has native integrations primarily with Google ad products. However, integration and data ingestion from third-party tools are not supported, limiting insights outside the Google ad ecosystem, making it difficult to analyze email, social, offline, survey sources or omnichannel data.
- Users can use some metadata, but that data can't be applied retroactively, requiring you to wait until data is collected to achieve insight.



Artificial Intelligence

It can take a team of data scientists weeks to expose marketing risks, opportunities, and challenges that lie within your data. An analytics solution driven by AI and machine learning can automatically parse data and help novice and non-technical users capitalize on data signals, using data-science-as-a-service to optimize performance while reducing analysis time.

ADOBE ANALYTICS	GOOGLE ANALYTICS 360
Intelligent alerts automatically apply context to unusual signals before sending alert	Automated alerts are based solely on spikes and dips in traffic outside of expected norms
Anomaly detection reveals spikes and craters outside expected norms within any data dimension	Detects anomalies but, due to omitted channels and data sampling, detection can be inaccurate
Contribution analysis unlocks the root cause driving anomalies	Machine learning can be applied to attribution across digital channels and may help optimize ad spend, but no root cause analysis available
Audience clustering automatically discovers statistically valid segments	No machine learning that can discover or cluster audiences by similarities or differences between segments
Becomes more accurate as data from additional channels is ingested	Lack of data because of omitted channels reduces accuracy

Adobe Analytics

- Adobe Sensei, the AI and machine learning engine that powers capabilities in Adobe Analytics, allows non-technical users to gain insights quickly without relying heavily on data scientists.
- Adobe's audience clustering uses behavioral and trait-based data—including metrics, dimensions, time periods, and other segments—to cluster audiences for targeting. It allows broad data collection across and outside of Adobe properties, enabling users to bring in multiple native and non-native data sets to expand the scope of machine learning over time.

Google Analytics 360

- While Google Analytics 360 has AI and machine learning capabilities, it's limited in scope and applied only to Google advertising properties. Users must rely on data sampling and manual analysis to organize audience segments in a similar way.
- Google users can't automate channel optimization outside its domain, and its AI engine typically supports acquisition remarketing only through its paid media channels.



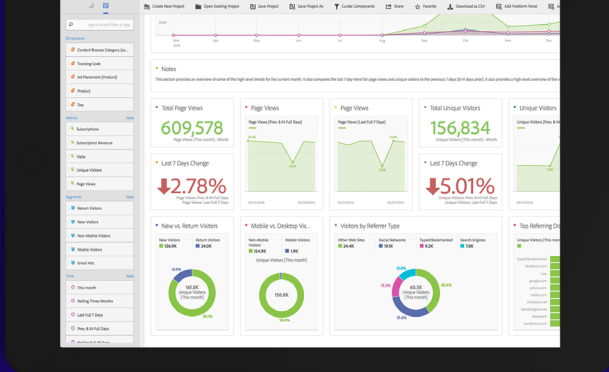
ADOBE ANALYTICS	GOOGLE ANALYTICS 360
Segment analysis includes sequential segmentation, segment stacking, segment compare, and flow segmentation	Cannot accurately reveal customer engagement behavior due to limited pathing and fallout analysis capabilities
Bidirectional segment sharing with native and non-native customer engagement tools	Allows segment sharing with DoubleClick and AdWords accounts
Flexible audience targeting with omnichannel variables to slice-and-dice audience data	Limited audience targeting due to data silos, omitted channels, and fewer variables available

Adobe Analytics

- Adobe provides advanced audience segmentation capabilities, including time-based pathing that segments audience data based on a series of interactions. Users can target high-value segments by slicing-and-dicing audience data using an omnichannel, unified set of variables.
- The native integration with Adobe Sensei allows users to automate discovery of high-value segments. With Adobe's audience clustering, machine learning reveals statistically valid segments that can be targeted, eliminating guesswork and reducing time to insight.

Google Analytics 360

- Google's pathing reports are incomplete and linear, which may reduce users' ability to segment audiences using time-based criteria. Segmenting limitations also inhibit the discovery of profitable audiences.
- Google users can define audience segments manually, but Google Analytics 360 lacks statistical modeling to cluster segments, so validating target audiences lacks precision and demands valuable time from data analysts to improve accuracy.



Insights to Action

We all know data plays a key role in marketing success. But that success doesn't come from simply knowing what your ad spend is doing. An effective analytics solution should allow users to take action by easily activating insights into a tightly integrated marketing stack.

ADOBE ANALYTICS	GOOGLE ANALYTICS 360
Native activation of insights into multiple Adobe Experience Cloud customer engagement workflows	Native activation into Google ad networks and select engagement tools
Robust partner network to optimize experiences	Limited experience optimization partner network

Adobe Analytics

- Users can activate data into several marketing workflows, such as audience segmentation, content optimization, experience personalization, and more, which lets users quickly take action based on insights.
- A tightly integrated set of marketing tools within Adobe Experience Cloud easily feed analytics data natively into several customer engagement tools and channel management solutions. In addition, users can tap into an extensive network of trusted partners found on Adobe Exchange.

Google Analytics 360

- Users can activate insights into Google's own ad channels, but these users can't bidirectionally activate insights into many third-party audience management, third-party ad management, and engagement or optimization solutions.
- Organizationally, Google Analytics focuses on site, search, and ad-related activities, which limits users' ability to take action through other channels because integrations with third-party customer engagement tools are either non-existent or not supported by Google.

The Takeaway

The enterprise solution matchup between Adobe Analytics and Google Analytics 360 is clear: Adobe Analytics is the tool to get the job done. Time and time again, Adobe Analytics consistently outperforms the competition. And users are seeing real results. According to a [recent study by Forrester](#), Adobe Analytics gives customers a 224 percent ROI and a 13 percent increase in conversion rates.

With Adobe Analytics, you can surface actionable insights from your customer data with a user-friendly interface, analyze customer analytics in real time, and seamlessly integrate with other Adobe Experience Cloud solutions.

Let's talk about what
Adobe Analytics can
do for your business.

Request a demo today



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