

InfoTrust

Analytics Tools

A Comparison of Google Analytics 360 & Adobe Analytics

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ANALYTICS PLATFORMS

Making the Right Choice for Your Business

As a business evolves, the analytics platforms used by the business tend to evolve as well. This is expected because as a business matures, the level and depth of the information that must be analyzed will change.

In this publication, we will compare two of the most popular enterprise analytics platforms:

- **Google Analytics 360**
- **Adobe Analytics**

While there is a strong use case for Google Analytics' free version, for example small businesses, Adobe and Google Analytics 360 both fulfill the complex needs of a large, high volume, multinational team requiring Service-Level Agreements (SLAs).

So let's start by explaining a little more about what each platform does best.

EXECUTIVE SUMMARY

What Each Platforms Does Best

Google Analytics 360

Google Analytics 360 focuses more on attribution, ease of use, and native integrations with media buying platforms. It offers and/or integrates with a multitude of other free Google tools like Optimize, Data Studio, and Google Tag Manager.

Adobe Analytics

Adobe specializes in site optimization and improving conversion rates through a strong user experience. While it is known for flexibility, it requires a technical team to fully harness its potential.

Now that we've given a quick overview of each platform, in the next section we will break down the individual descriptions and strengths of each platform.

Description and Strength of Each Platform

GOOGLE ANALYTICS 360

Enterprise Analytics for Better Customer Experiences

The journey of today's customer is complex and involves multiple touchpoints. Google Analytics 360 gathers data from across these multiple touchpoints and then utilizes deep insights to measure and improve your marketing's impact.

95% of the Google Analytics 360 user interface is the same as the user interface of Google Analytics, but with more capabilities. Enabling more powerful processing and data collection is the main reason customers upgrade to Google Analytics 360. Google Analytics 360 allows for more customized attributes, fast report querying and output with minimal or almost no sampling, and enhanced product integrations with advertising technologies.

Google Analytics 360 is usually leveraged by businesses that have larger advertising or marketing spend budgets wanting more advanced data-drive attribution algorithms, have more than 500,000 sessions per month to their web/app platforms seeking raw data access, and invest in the optimization of their marketing and website. Google Analytics 360 product integrations would most benefit companies that use Google's DoubleClick suite of products. To learn more, read our posts about the Google Analytics 360 and Google DoubleClick integration ([Part 1](#) and [Part 2](#)).

Google Analytics 360 Strengths:

- 1) Digital media optimization and seamless platform integration.
- 2) Full customer journey through attribution, site optimization and delivering customer experience.
- 3) Working directly with a GA certified partner, plus access to a Google Analytics 360 support inbox.

ADOBE ANALYTICS

Empowering Clients to Understand Customers as People

Adobe Analytics is an enterprise analytics solution that helps businesses understand their customers' wants, needs, and beliefs. This customer intelligence allows businesses to identify their most valuable customer segments and use these insights to optimize marketing efforts.

Existing before Google Analytics 360, Adobe Analytics has always put its attention on more enterprise-focused features and capabilities. Organizations that have dedicated analysts seeking a technical analytics solution would benefit most from using Adobe Analytics.

Adobe Analytics' data warehouse and processing system handles very large datasets and is designed for more advanced reporting such as cohort analysis, cross-attribute comparisons and funnel analysis.

Adobe differs from Google products in that it recommends a custom setup that fits the customer's needs through tracking process and reporting customizations. While Adobe offers out of the box reports and dashboards, Adobe Analytics' power lies in its ability to be custom-tailored for individual business needs although this customization is not included in the initial purchase/package of the solution.

Adobe Analytics Strengths:

- 1) Site optimization and delivering customer experience.
- 2) Distinct Pathing Technology.
- 3) Report builder - connects to Excel and has more features than Google Analytics. It also allows you to schedule reports, pull from server, etc.

Platform Implementation Process

THE IMPLEMENTATION PROCESS

An Overview for Each Platform

Now that we have a basic understanding of what each platform brings to the table in terms of analytics, let's look at the ease of implementing each platform.

Implementing an analytics platform may require hours of project planning, resource time for the actual implementation, and the need for technical support from outside your organization.

Questions to ask before implementing an analytics platform include:

- *Does your organization have the knowledge, time and people available to plan for and then implement a particular platform?*
- *Does your team require additional support from the platform provider in order to properly implement the chosen analytics tool?*

These questions are important to consider when choosing an analytics platform. In this next section, we provide a basic outline of how each platform is designed for different organizational processes and which are more flexible or easy to implement and/or use.

GOOGLE ANALYTICS 360

Process Implementation Overview

Process Review to Implement

- 1) For enterprise deployment and usage, Google Analytics 360 requires project planning and measurement strategy.
- 2) Basic implementation is quick and easy and any organization can implement this platform with little to no project planning.
- 3) Advanced deployments such as ecommerce require some project planning and collection requirements.

Ease of Implementation Rating ABOVE AVERAGE

- 1) Google Analytics 360 is easy to set up for teams of any skill level.
- 2) Has well-documented APIs for pulling data out of the tool and also pushing offline data into the tool.
- 3) All technical documentation is available through Google's Developer documentation.

User Interface ABOVE AVERAGE

- 1) Intuitive and easy to navigate.
- 2) Includes features like a search bar where users can navigate through simple, natural speech queries like "What was the total revenue last week?"

ADOBE ANALYTICS

Process Implementation Overview

Process Review to Implement

- 1) Requires clear measurement strategy and project management to fully deploy as implementation can be complex and very robust to unlock the full potential within the platform.
- 2) Implementation also requires either in-house or external consultation support to properly maintain.

Ease of Implementation Rating - Below Average

- 1) Adobe Analytics set up requires greater technical know-how with little support offered.
- 2) Lack of resources and technical documentation online to support deployments; often requires Adobe specialist support.

User Interface - Average

- 1) What it offers in breadth of insight, it loses in accessibility.
- 2) More technical, less customizable.
- 3) Lacking the “nice-to-haves” Google strives to include (*like natural speech search*).

Platform Usage

EASE OF USE

An Overview for Each Platform

Another consideration to make before implementing an analytics platform (and probably the most important of all considerations) is its ease of use.

Important questions to consider:

- 1) What resources are available to ensure proper education, usage and activation of the platform?
- 2) Does the technology support constant learning and ways to match different team needs and goals within the organization?
In this next section we provide a basic outline of how each tool rates in terms of training, adaptability, and the size of the team needed to manage the tool.

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GOOGLE ANALYTICS 360

Platform Usage Overview

Training

- 1) 10 hours of training are provided by Google. When purchasing through a partner there are often more than 10 hours of training provided.
- 2) Like Google Analytics, there are also resources available online for Google Analytics 360.
- 3) Access to Google 360 Suite Support for technical questions and issues.

Overall Adoptability

- 1) Similar to Google Analytics, but specialized trainings and public trainings (*Analytics Academy*) allows easier knowledge transfer and lower barrier to entry.

Team Size/Composition Required

- 1) Medium-to-enterprise sized companies are best suited to use Google Analytics 360.
- 2) Organizations can have decentralized teams (users across departments) but it is recommended to have a central owner/analyst to manage the solution.

ADOBE ANALYTICS

Platform Usage Overview

Training

- 1) Training is available upon request at an additional cost.
- 2) Many free resources available online, but not nearly as many "external" resources due to lack of popularity compared to Google Analytics.

Overall Adoptability

- 1) Extremely customizable which leads to overall more difficult, timely and costly adoption by organization.
- 2) Once embedded into an organization's systems and processes it can be valuable since it is very customized and specific for the individual business.
- 3) Adobe Analytics is harder to maintain with company strategy changes.

Team Size/Composition Required

- 1) Requires analyst(s) and technical team for successful deployments and ongoing maintenance.
- 2) Works best for larger size organizations with a sufficient investment into analytics.
- 3) Can be hard to maintain due to attrition/churn of trained users.

Now that we've described each platform and had an overview of the implementation and adoptability of each, in the next section we provide a simple side-by-side comparison of their features.

■ Feature Comparison

SUPPORT

	Standard Google Analytics	Google Analytics 360	Adobe Analytics
24/7 DEDICATED SUPPORT	No	Yes <i>Included in Google Marketing License cost, partner available</i>	With fee/extra charge. Bucket of time or flat fee
ACCOUNT MANAGEMENT	Not from Google	Yes <i>account manager</i>	With fee/extra charge. Bucket of time or flat fee
IMPLEMENTATION SPECIALIST	Not from Google	Yes <i>implementation specialist</i>	With fee/extra charge. Bucket of time or flat fee
OPTIONAL CERTIFIED PARTNER SUPPORT	Yes <i>E.g. InfoTrust</i>	Yes	Yes - select partnership program. You can get certified in a variety of areas, E.g. processing rules of Adobe Analytics

SUPPORT

	Standard Google Analytics	Google Analytics 360	Adobe Analytics
PRICING	<p>FREE</p>	<p>Typically starts at \$150,000/year in US for up to 500m hits. Other markets & orgs may vary.</p> <p>GTM 360 can be bundled in for free with Google Marketing Platform, and heavy discount on Optimize 360 for Google Marketing Platform customer as well.</p>	<p>\$50,000/year starting, up to several hundred thousand/year for larger enterprises. \$200k/year is common, some over \$500k</p> <p>Also depends on product bundling. If including Tag Manager, Test & Target, Campaign, and other tools it can increase the price as well</p> <p>In addition, Adobe technical support analyst can increase cost to \$1M+ depending on the amount of support.</p>
COMMUNITY	<p>Large community due to common adoption of Google Analytics free version. Most popular web analytics tool in the world.</p>	<p>Popular among enterprises. A lot of support and community around the features of the free version.</p>	<p>Medium-sized community. Not nearly as many forums or content written around Adobe.</p>
MAX # OF ACCOUNTS PER USER	<p>200</p>	<p>200+ Google Analytics 360 Support can increase this limit for you.</p>	

DATA PROCESSING & LIMITS

	Standard Google Analytics	Google Analytics 360	Adobe Analytics
HITS PROCESSED PER MONTH	10 Million	500M + Depending on tier, Up to 20 billion	Varies
SAMPLING LIMIT IN INTERFACE	500k sessions	100M sessions	Slower processing, but unsampled
ROWS OF DATA AVAILABLE IN REPORTS	50,000	3M for unsampled reports	Unlimited for data warehouse export. General Data export - 50k
UNSAMPLED REPORTS	No	Yes	Yes
DATA FRESHNESS	24-28 hours	<4 hours (average is ~ 15min)	2 hours
ROLL UP REPORTING	No	Yes	Yes
DATA EXPORT	Yes	Yes	Yes

ADVERTISING & MULTI-CHANNEL

	Standard Google Analytics	Google Analytics 360	Adobe Analytics
ATTRIBUTION MODELING	YES	YES	YES
DATA DRIVEN ATTRIBUTION MODELING	NO	YES	YES
CAMPAIGN MEASUREMENT	YES	YES	Yes, but not as streamlined due to lack of native integrations and the more complicated campaign tracking parameters.
ADWORDS INTEGRATION	YES	YES	Sort of, need a custom solution.
MULTI-CHANNEL REPORTING	YES	YES	YES

ANALYSIS TOOLS

	Standard Google Analytics	Google Analytics 360	Adobe Analytics
CUSTOM DIMENSIONS AND METRICS <i>(each)</i>	20	200	50-1000
ADVANCED SEGMENTATION	YES	YES	YES
CUSTOM REPORTING	YES	YES	YES
ANALYTICS INTELLIGENCE	YES	YES	NO
FLOW VISUALIZATION	YES	YES	YES
REAL-TIME DATE	YES	YES	YES
E-COMMERCE	YES	YES	Yes, but lacks predefined reports and accounting structures.

NATIVE INTEGRATIONS

	Standard Google Analytics	Google Analytics 360	Adobe Analytics
DISPLAY AND VIDEO 360 <i>(Formerly DoubleClick Campaign Manager)</i>	NO	YES	NO
DISPLAY AND VIDEO 360 <i>(Formerly DoubleClick Bid Manager)</i>	NO	YES	NO
SEARCH ADS 360 <i>(Formerly DoubleClick Search)</i>	NO	YES	NO
AD MANAGER <i>(formerly DoubleClick for Publishers)</i>	NO	YES	NO
GOOGLE BIGQUERY	NO	YES	NO

SERVICE-LEVEL AGREEMENTS & GUARANTEES

	Standard Google Analytics	Google Analytics 360	Adobe Analytics
DATA COLLECTION	NO	99.9%	99.9%
REPORTING	NO	99.9%	99.9%
SERVICE-LEVEL GUARANTEE	NO	YES	YES
SECURITY	Stores data in multiple locations adheres to GDPR	Stores data in multiple locations adheres to GDPR	Stores data in multiple locations adheres to GDPR

What Our Clients Think

WHAT OUR CLIENTS THINK

In Their Own Words

What was the top reason for switching from GA to Adobe?

“The Ecosystem. We set out to better the way we do things and having an integrated marketing/data system is a great way of going about that. We will be using a few of the Adobe platforms which all are made to work with each other.”

Which tool was easier to adopt in your organization? Any non-technical/feature-based reasons one works better than the other?

“Because Google Analytics is free and widely used, the adoption is relatively quick and easy for any company. The Adobe platform performs well for us, since we went into it knowing our company had the resources to setup, run and maintain it. However, the cost and resource demand of Adobe will not align with a lot of smaller businesses.”

What's your favorite functionality that GA offers? What about Adobe?

“Google Tag Manager is an intuitive and widely adopted system that makes it easy for any company to connect their data gathering platforms with Google Analytics. Adobe Analysis and Workspace gives analysts the freedom to quickly mix and review data points for lengthy reporting or quickly assessing how something is performing.”

“

“

HAVE QUESTIONS?

Do you have questions about which analytics platform is best for your organization? Do you need help from a team that excels at implementing the right analytics solution for your specific needs?

CONTACT US TODAY!
