

	Google Analytics	Google Analytics 360	Blog
<b>Data Collection</b>			
Hits Per Month	10 Million Free	Tiered Pricing Above 10M	<a href="#">Link</a>
Custom Dimensions/Metrics (each)	20 Per Property	200 Per Property	<a href="#">Link</a>
Calculated Metrics	5 Per View	50 Per View	<a href="#">Link</a>
Properties Per Account	50	50+	
Views Per Property	25	25+	
Roll-Up Properties	Not Available	Included	<a href="#">Link</a>
Data Freshness	24 – 48 hours	4 Hour Guarantee (Most reports 15-20 min)	
<b>Importing Advertising &amp; Other Data</b>			
AdWords Integration	Included	Included	<a href="#">Link</a>
AdSense Integration	Included	Included	
DoubleClick Campaign Manager Integration	Not Available	Included	<a href="#">Link</a>
DoubleClick Bid Manager Integration	Not Available	Included	<a href="#">Link</a>
DoubleClick For Publishers Integration	Not Available	Included	<a href="#">Link</a>
Import Custom Data Sources	Included	Included	<a href="#">Link</a>
Query-Time Data Import	Not Available	Included	<a href="#">Link</a>
Salesforce Integrations (Starting in 2018)	Not Available	Included	<a href="#">Link</a>
<b>Reporting</b>			
Standard Reports	Included	Included	
Custom Reports, Dashboards, And Segments	Included	Included	
Custom Funnel Reports	Not Available	Included	<a href="#">Link</a>
Real-Time Reports	Included	Included	
Flow Visualization Reports	Included	Included	
MCF Reports & Attribution Modeling	Included	Included	
Data-Driven Attribution Model	Not Available	Included	<a href="#">Link</a>
<b>Sampling and Reporting Limits</b>			
Standard Reports Pre-Aggregated	Included	Included	
Report Row Limit Per Day	50K	75K	
Report Row Limit Per Day (All Pages Report)	1M	1M	
Sampling In Ad Hoc Reports	500K Sessions Per Property	100M Sessions Per View	<a href="#">Link</a>
Custom Tables	Not Available	100	
Custom Table Report Row Limit Per Day	Not Available	1M Rows	
Unsampled Reports	Not Available	Included	
Unsampled Report Row Limit	Not Available	3M (for download)	
<b>APIs</b>			
Standard & MCF Report Data	Included	Included	
Real-Time Data	Beta	Beta	
Configuration Management	Included	Included	
Configuration Management Write Access	Beta	Beta	
Unsampled Reports	Not Available	Included	<a href="#">Link</a>
Raw Session Data Via Bigquery	Not Available	Included	<a href="#">Link</a>
<b>Service</b>			
Service Level Agreements	Not Available	Included	
Customer Support	Available from LunaMetrics	Available from LunaMetrics	<a href="#">Link</a>
Customized Training	Available from LunaMetrics	Available from LunaMetrics	<a href="#">Link</a>
Early Enrollment In Betas	Not Available	Included	

Updated 1/16/2018

Working with LunaMetrics means gaining a true partner. In addition to our technical expertise, we pride ourselves on our above-and-beyond customer service. Together, we'll craft and implement strategies to help your organization get the most out of the Google Analytics 360 Suite and your existing technologies.

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## Mapping Customer Journey Through Content Attribution

“This analysis helped us better understand how our customers navigate through our website and what customer journeys are most common. Once these journeys were identified, we were able to make enhancements to the website to create more seamless experiences for our customers, as well as guiding the creation of more specific A/B tests to continue improving.”

- Nina Lakhani, Analyst, The Leading Hotels of the World



PBS

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## Audience Modeling with GA360 and Google Cloud Platform

“That was the coolest thing about it: A machine took our data without prior assumptions and reaffirmed and strengthened ideas that subject matter experts already suspected about our audiences based on our contextual knowledge.”

- Dan Haggerty, Director of Digital Analytics, PBS



[FULL CASE STUDY >](#)

## Using Google Analytics 360 + BigQuery to Uncover Insights

“Google Analytics [360] provided a statistical data analysis that was beyond our previous limitations. The insights were quickly available and actionable.”

- Rob Crigler, VP of Digital Marketing, Rooms To Go

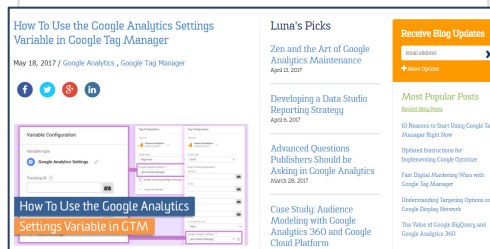
### LUNAMETRICS TRAININGS

Our culture of education extends beyond our consulting. Learn about Google Analytics, Tag Manager, AdWords, Optimize and Data Studio from our expert consultants who work with clients every day. [See Locations >](#)



### GOOGLE ANALYTICS 360 BLOGS

Get the most out of GA360 with blogs about new features like custom funnel reports and data-driven attribution as well as integrations like DoubleClick and Optimize 360. Subscribe for daily or monthly updates. [Read More>](#)



### GOOGLE BIGQUERY RECIPES

Take advantage of the powerful connection between Google Analytics 360 and Google BigQuery by exploring your data with our prewritten queries that are easy to copy-and-paste and get started quickly. [Begin Exploring >](#)

