

Analytics Standard vs. 360 Comparison

Google Analytics Solutions

Analytics

Analytics 360

Data Processing & Data Export Options

Data Monthly Hit Limits	10 million per month	1 billion+ per month
Sampling Limit	500,000 sessions	100 Million sessions in UI Unlimited sessions to Download
Data Freshness	24 – 48 hours	4 hour Guarantee (Averaging ~1 Hour)
View (Profile) Limit	max 200	max 400
Rows Available for Export	5,000 (in UI)	3,000,000 (for download)
Unsampled Data Export via API	n/a	Included. Utilizes Google Drive
Session/Hit Level (Raw) Data Export	n/a	Included. Utilizes Google BigQuery
Cardinality Limit (rows before (other))	75k / day	500k / day with Custom Tables

Flexible & Customizable Reporting Features

Attribution Modeling	yes	Also includes: Campaign Manager (fka DFA) Display Impression and Cost Data Display & Video 360 display info Data Driven Attribution Modeling
Custom Dimensions and Metrics per property	20 custom dimensions & 20 metrics	200 custom dimensions & 200 metrics
Calculated Metrics per view	5	50
Cross Property Roll Up Reporting	n/a	Included
Product Integrations	Google Ads, Ad Manager, AdExchange, GTM, Data Studio, Search Console, TV Attribution, AC	Also includes: Display & Video 360, Campaign Manager, Google BigQuery,, Search Ads 360 and Salesforce
Flexible Funnel Reports	n/a	Included. Can build funnels across sessions, and/or users, using combinations of pages, events, & all tracked dimensions

Advanced features

Advanced analysis	n/a	Included, Flexible drag and drop reporting environment for your most advanced analysts.
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World Class Enterprise Support

Measurement Guidance, Analytics & Tag Manager Implementation Assistance	n/a	Included
Dedicated Account Management	n/a	Included
Technical Help Desk Support	n/a	Included

Service Level Agreements

Analytics Reporting & Data Collection	n/a	99%
Analytics Processing Time	n/a	Within 4 hours, 98% of the time
Tag Manager Delivery & Reporting	n/a	99%