

Introducing the new Google Analytics

Introducing the new Google Analytics

Vice President

You'll also get a better understanding of your customers across their entire lifecycle, from acquisition to conversion and retention. This is critical when people's needs are rapidly changing and you have to make real-time decisions in order to win – and keep – new customers. Based on your feedback, we simplified and re-organized reporting so you can intuitively find marketing insights based on the part of the customer journey you're interested in. For example, you can see what channels are driving new customers in the user acquisition report, then use the engagement and retention reports to understand the actions these customers take, and whether they stick around, after converting.