Optimize 360

Deliver custom site experiences using Optimize 360 and Analytics audiences

Create different experiences for different customers

As a marketer, you're always looking to discover what customers want and where they are in their journey from awareness to purchase. And with so many ways for people to interact with your brand online, those paths are more varied than ever.

A brand's ability to deliver the right message at precisely the right time increasingly defines success in the marketplace. When you continually test and refine your site experience, you move from the middle of the pack into the ranks of leading marketers.

But this level of precision requires insight. Smart marketers ask questions like: If a visitor made a purchase on my site before, is she looking for a different experience than a first-time visitor? What sorts of products do repeat shoppers want to see?

The integration between Optimize 360 and Analytics allows you to more easily deliver custom site experiences. You've already spent time building and refining your understanding of users in Analytics. Why not use the knowledge you gained there to deliver the best experience possible — one that's unique to every customer in the moment?

The benefits of using your Analytics audiences with Optimize 360:

Quickly share your audience from Analytics to Optimize 360

Run customized experiments and see which version of your site works best for each audience

Focus Optimize 360 experiments on audiences you've already created in Analytics

Optimize 360 allows you to test, adapt, and personalize sites with your Analytics audiences.

Google Marketing Platform

Maximize the value from your experiment

Once you've created an experiment using Optimize 360, you can target it to run for the Analytics audience you've specified. With the ability to constantly refine your audiences and run experiments, you can determine the impact of site changes on customer behavior and deploy the winning variation.

Here are a few different types of experiments you can run:

Try offering two different deals, "free shipping" or "10% off," to customers who spent more than $200 on your site in the last three months

Focus on customers who have shown interest in a specific product category to see if a customized homepage or even a custom-tailored message at checkout increases conversions

Run experiments on different types of users — such as customers who spend more than 10 minutes on your website — to see if removing certain elements from the site makes it easier for them to quickly complete a purchase

The list of possible site variations is as wide as your imagination. By experimenting with focused lists of users, you'll gain a clear view of which experiences engage and delight your customers. Optimize 360 helps you identify the right experiences for the right audiences, and ultimately improve sales performance across your sites.

Learn more at g.co/marketingplatform

" In the majority of cases, we've seen the same great results when taking a successful test in Optimize 360 and scaling it across the entire website. The ability to target by cookies or Analytics 360 audiences just puts it over the top."

– Andy Mueller, Manager of Business Intelligence, APMEX