

# Google Analytics

Discover. Share. Act.



## How does it work?

- Free analytics solution reports website visitor behavior

## Benefits for Marketers

- Understand **who your visitors are** and where they come from
- Learn how visitors use your website and **compare your traffic** against industry benchmarks
- Discover which visitors are **likely to convert** and how to attract more of them
- **Optimize online and offline marketing** by measuring post-click performance
- **Uncover deep insights** with minimal training