








ATTRIBUTION OPTIONS



Feature	Google Analytics	 + 	Google Analytics 360	 DoubleClick Digital Marketing	 + 	 CONVERTRO Google Attribution 360  Rakuten ATTRIBUTION
Display post view	✗	✗ (uplifts are assumed after analysis)	✓	✓	✓	✓
Display post click	✓	✓	✓	✓	✓	✓
Organic search	✓	✓	✓	✗	✓	✓
Paid search	✓	✓	✓	✓	✓	✓
Referral	✓	✓	✓	✗	✓	✓
Multi-device	✓ (requires USERID config)	✓ (requires USERID config)	✓ (requires USERID config)	✓	✓	✓
Offline integration	✓ requires advanced implementation	✓ requires advanced implementation	✓ requires advanced implementation	Part (using offline connectors)	✓	✓
Data-driven modelling	✗	✗	✓	✓	✗	✓