

GOOGLE ANALYTICS COMPARISON

Google Analytics

Google Analytics 360

Costs		
Cost	Free	\$150,000 p/year
Data limits and quotas		
Data freshness	24-48 hrs	Less than 4 hrs
Hits per session	500	500 (can upgrade to 2,000)
Hits per month	10 million / property	2 billion / property
Unsampled data limit	500,000 sessions	100 million sessions
Sampling application level	Property	View
Table aggregation level	>50,000	>75,000
Customisation		
Custom dimensions	20	200
Custom metrics	20	200
Custom tables	✗	✓
Reporting		
Property roll up reporting	✗	✓
Custom reports	✓	✓
Real-time reporting	✓	✓
Custom funnels	✗	✓
Attribution level	Custom model	Data-driven
Advanced Analysis Tool	✗	✓
Integration		
360 audience integration	✗	✓
Display & Video 360	✗	✓
Google Ads	✓	✓
Google Optimize	Partial	Full (including Audiences)
Adsense	✓	✓
Google Tag Manager	✓	✓
BigQuery	✗	✓
Free BigQuery credit	\$0	\$500 / month
Service and help		
Support and training	✗	✓
Technical support	✗	✓