

«As of March 2019, we are a certified Google Analytics 360 Reseller and pleased to offer our clients a solution that is fully integrated and enables in-depth analysis from one single source.»

Tom Hanan

Chief Executive Officer
Webrepublic AG

Introducing Google Marketing Platform

ORGANISE AUDIENCE DATA, EXECUTE CAMPAIGNS, MEASURE FOR IMPACT

Google Marketing Platform brings together your advertising and analytics to help you make quality customer connections, surface deeper insights, and drive better marketing results.

Deliver faster, smarter marketing | built-in intelligence automatically surfaces your most valuable marketing insights so you can act quickly to achieve your goals.

Gain more control over your investments | easily see what parts of your marketing are working and make informed decisions to improve performance, ensuring that you are delivering quality experiences.

Understand your audience on a deeper level | easily integrate and access your data to gain deeper understanding of your customers and identify your most valuable audiences.

Share insights across your team | make information and insights accessible to your entire enterprise so teams can work better together.

EXECUTE CAMPAIGNS ACROSS FORMATS & CHANNELS

DRIVE PERFORMANCE THROUGH AUTOMATION

Access high value inventory and negotiate deals directly and execute buys quickly and efficiently. Reach your audience by accessing the best range of audience data from across Google platforms, your 1st party data & 3rd party segments. Drive performance through automation by using Google's machine learning technology to drive high performance from your media buys.

Collaborate more efficiently

Manage creative, analytics, TV, and digital teams with a single product that brings everyone together to share insights, work more efficiently, and get closer to the data. Get all teams working with a single product.

Target audiences with the right message

Access all of your audience insights in a single tool, so you reach the right people with your message. With specialized options for keywords, demographics, and remarketing, you can reach more customers by encouraging them to notice your brand, consider your offerings, and take action.



Apply machine learning

Apply machine learning to automate steps like bidding and optimization, helping you respond to customers' needs faster. Fueled by powerful machine learning algorithms, our automated bidding strategy drives performance at scale to help you reach your goals.

You are in control

See precisely how your money is being spent and know exactly where your ads are running so you can take the steps to adjust your campaigns. You choose the ad format, audience, and how much you want to spend.



Facilitate campaigns across search engines

Efficiently manage, automate and optimise your search campaigns across multiple engines and media channels for faster and valuable insights that lead to better business decisions.

Automate campaign management

Set up, optimise, manage, and tweak and edit your search campaigns across all of your search engines in one place, and at scale.

Use advanced optimisation tools

Automate bidding, budget management, structural changes, event triggered changes and more in a single platform.

Access reporting & insight at speed

Get access to search data and site conversion data in near real time, and report on performance at scale or in granular detail.

Enterprise-level insights and understanding of your customers

Whatever your industry – travel, automotive, retail, or beyond – Analytics 360 helps you get a deeper understanding of your customers so you can deliver better experiences and drive better results.



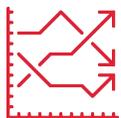
Main Benefits

Analytics 360 is the central tool to understand marketing and website performance at scale, providing tools and support for large enterprises. Tap into advanced features such as Roll-up Reporting, Custom Funnels, Unsampled Reports and Custom Tables.



Get insights only Google and Webrepublic can give

Use Google's unique machine learning and Webrepublic's Digital Analytics and Data Science capabilities to discover new insights from your data – such as which users are likely to convert or which customers have high revenue potential.



Connect your insights to results

Analytics is built to work with Google's advertising and publisher products so you can use your insights from Analytics to help you reach the right customers. Connect Analytics with Display & Video 360, Google Ads, AdSense, AdMob, and Ad Manager.



Make your data work for you

Analyse data quickly and encourage collaboration with an easy-to-use interface and shareable reports. Create and analyse audiences, their browsing paths and conversion funnel, access raw data through BigQuery and integrate external data pipelines.

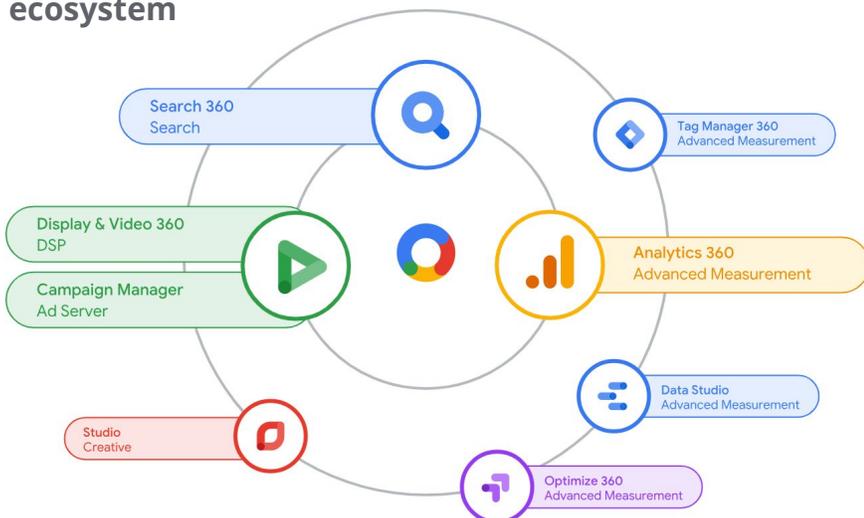
Speak to a Webrepublic **Analytics Specialist** today on how to implement and integrate Analytics 360 into your marketing technology infrastructure.

Meet your local partner: Webrepublic

WE TURN MARKETING INNOVATION INTO BUSINESS VALUE

Webrepublic is your local expert and certified Google Marketing Platform Sales Partner in EMEA. Our teams specialize in the implementation and integration of all Google Marketing Platform products. Best-in-class technology: advanced audience data, bidding algorithms and holistic measurement. Offer your company a new way of ownership, control and transparency of your data and media buying.

Tap into a holistic ecosystem



Special announcement:

As of March 2019, we are happy to offer our clients access to Google Analytics 360 as an authorized reseller in Switzerland. We are proud to be the first certified Swiss full stack Google Marketing Platform **Sales Partner** and service provider.

WHAT YOU CAN EXPECT FROM WEBREPUBLIC

Expertise - Sales Partners are vetted by Google and meet rigorous standards so you can trust you are working with a company who knows Google's solutions and can provide the expertise you are looking for.

Flexibility - Google's Sales Partners offer a broad array of services and multiple engagement models; including self-service, full-service and hybrid, to meet the specific needs of your business.

A full toolbox - Whether you are looking for help with strategy, media management, system integrations, measurement and attribution or more, Webrepublic offers the right combination of tools, expertise and services.

