

GOOGLE LAUNCHES PREMIUM ANALYTICS SERVICE



Google has become a household name, and a company which infiltrates many parts of our lives. Perhaps you simply use it for its search feature, or you understand the ins and outs of Google Docs, Google Translate, Google Voice, and other services provided by the company. Regardless, somehow, in some way, you likely benefit from its services. In its recent business launch, Google released a premium version of its popular Analytics program. Online entrepreneurs often use Google Analytics to track a variety of things. This premium version, which launched Thursday, focuses more on the corporate and large company demographic. Subscriptions for this premium Google Analytics service costs \$150,000 each year. With the subscription you will receive a service-level agreement and 24/7 customer service. Additionally, subscribers will receive an app with greater modelling tools, deeper looks into analytics and more powerful processing. Travelocity, a subscriber to Google's newest feature, has been given the opportunity to use the offering since March. While he has not quit using other web analytics providers, he states that nearly 100 employees use Google's Premium Analytics on a daily basis. Many companies overpay for similar businesses. Some larger companies that do not have much technical savvy, but require web analytics may be spending \$200,000 to \$400,000 for similar services. Joe Stanhope, an analyst for Forrester, thinks that the modest \$150,000 price for Google's new premium service will attract those companies that presently overpay for the same experience. Other companies may spend up to seven figures for an analytics budget. However, it does not seem that Google is targeting those higher paying markets, but rather large companies with a large staff of employees that need to keep up with their website and online advertisements in a simple, modest way. John Montgomery, a chief operating officer at GroupM Interaction, believes that this new service will also appeal to those who have not yet invested in a full suite for analytics. These types of agencies typically need to spend a large percentage of money in other areas, and do not have a large budget for this service like many other companies do. Both Stanhope and Montgomery made comments regarding the poor reputation Google has in leveraging the information it stores to get more ad clients. Montgomery thinks that any client considering joining this premium service should review the wording of the terms very carefully. While Stanhope believes that the service-level agreement will destroy the hesitation of many customers considering purchasing the service. Amy Chang, the director of product management at Google, refused to reveal the number of clients already signed up for the service. However, she was able to share the name of four companies already using Google Premium Analytics. These companies are: Travelocity, Gucci, Papa John's and TransUnion.

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