

	Google Analytics	Google Analytics 360	Blog
Data Collection			
Hits Per Month	10 Million Free	Tiered Pricing Above 10M	Link
Custom Dimensions/Metrics (each)	20 Per Property	200 Per Property	Link
Calculated Metrics	5 Per View	50 Per View	Link
Properties Per Account	50	50+	
Views Per Property	25	25+	
Roll-Up Properties	Not Available	Included	Link
Data Freshness	24 – 48 hours	4 Hour Guarantee (Most reports 15-20 min)	
Importing Advertising & Other Data			
Google Ads Integration	Included	Included	Link
AdSense Integration	Included	Included	
Campaign Manager Integration	Not Available	Included	Link
Display & Video 360 Integration	Not Available	Included	Link
Google Ad Manager Integration	Not Available	Included	Link
Import Custom Data Sources	Included	Included	Link
Query-Time Data Import	Not Available	Included	Link
Salesforce Integrations	Not Available	Included	Link
Reporting			
Standard Reports	Included	Included	
Custom Reports, Dashboards, And Segments	Included	Included	
Custom Funnel Reports	Not Available	Included	Link
Real-Time Reports	Included	Included	
Flow Visualization Reports	Included	Included	
MCF Reports & Attribution Modeling	Included	Included	
Advanced Analysis Reporting	Not Available	Included	Link
Data-Driven Attribution Model	Not Available	Included	Link
Sampling and Reporting Limits			
Standard Reports Pre-Aggregated	Included	Included	
Report Row Limit Per Day	50K	75K	
Report Row Limit Per Day (All Pages Report)	1M	1M	
Sampling In Ad Hoc Reports	500K Sessions Per Property	100M Sessions Per View	Link
Custom Tables	Not Available	100	
Custom Table Report Row Limit Per Day	Not Available	1M Rows	
Unsampled Reports	Not Available	Included	
Unsampled Report Row Limit	Not Available	3M (for download)	
APIs			
Standard & MCF Report Data	Included	Included	
Real-Time Data	Beta	Beta	
Configuration Management	Included	Included	
Configuration Management Write Access	Included	Included	
Unsampled Reports	Not Available	Included	Link
Unaggregated Session Data Via BigQuery	Not Available	Included	Link
Service			
Service Level Agreements	Not Available	Included	
Customer Support	Available from Bounteous		Link
Customized Training	Available from Bounteous		Link
Early Enrollment In Betas	Not Available	Included	
Design & Development Consulting	Available from Bounteous		Link
Marketing Services & Activation	Available from Bounteous		