

Google Analytics free vs. 360

| Google Analytics | Free | 360 |
|-----------------------------|------------|------------------------|
| Hits per month | 10 million | 500 million+ |
| Samling of data | Yes | No |
| Custom dimensions & metrics | 20 | 200 |
| Properties / account | 50 | Additional per request |
| Views / property | 25 | 400 |
| Roll-up property | No | Yes |
| Custom funnels | No | Yes |
| Data driven attribution | No | Yes |
| Unsampled reports | No | Yes |

| ... | Free | 360 |
|--------------------------|---------------------------|--------------------------|
| Raw hit level data | No | Yes |
| User and account admin | Basic | Enhanced admin |
| BigQuery integration | No | Yes |
| DoubleClick integration | No | Yes |
| Service level agreements | No | Yes |
| Product support | No | Yes |
| Data freshness | 24 hours (not guaranteed) | Max 4 hours (guaranteed) |