



Profits: ANALYTICS DASHBOARD
Evolution:
Actual vs Target
Market Share
Data Availability
KPI: Product
FRONT-CAMERA-IP: 143.45.00
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FiveStones

CM360 Attribution Reports Dashboard

Top Conversion Paths
Assisted Conversions

fivestones.net



Google Marketing Platform
Sales Partner

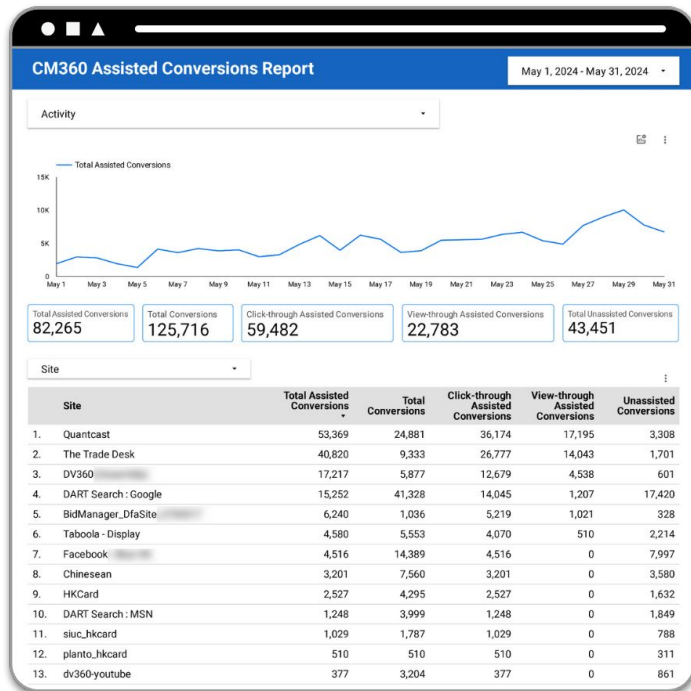
CM360 Attribution Reports Dashboard

FiveStones has developed two Campaign Manager 360 (CM360) dashboard solutions that individually visualize the **Assisted Conversions** and **Top Conversion Paths** reports.

Who needs this?

- Organizations that still need access to their Assisted Conversions and/or Top Conversion Paths reports can benefit from our solution, especially with the deprecation of these reports in February 2024.*
- Marketers who require a deep dive of their multi-channel reports in CM360.

Based on updates from CM360's Help Center, refer [here](#)



Sample of CM360 Assisted Conversions Reports Dashboard

CM360 DASHBOARD

Assisted Conversions Report

What's included?

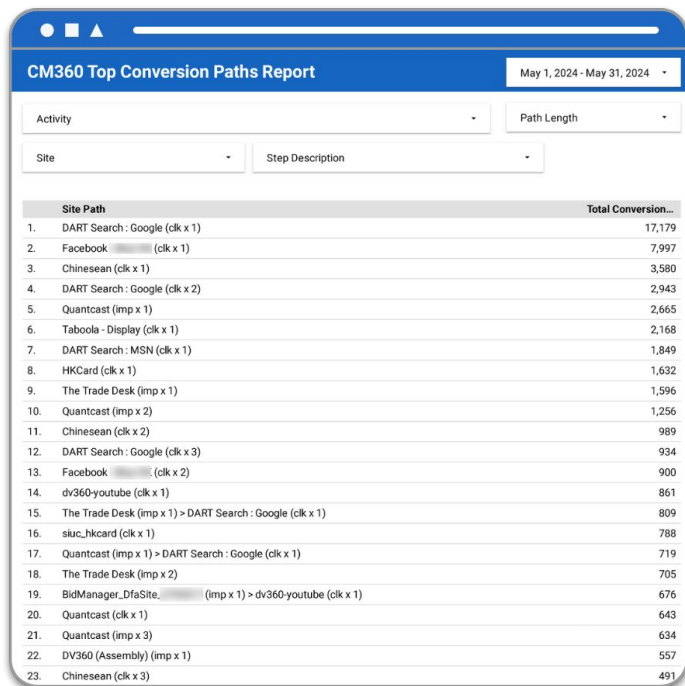
1 Looker Studio dashboard of consolidated site level **Assisted Conversions** Report for 1 CM360 advertiser, with the following filters:

- Date range
- Floodlight Activity
- Site

The report can be downloaded as CSV, Google Sheet from Looker Studio

Remarks:

- Path to Conversions report data will be stored at Google Cloud during the subscription period. All the data will be removed immediately after the subscription period is over.
- Data can only be backfilled by 60 days prior project confirmation.
- CM360 Assisted Conversions Report dashboard will not be available if CM360 deprecates Path To Conversions Reports.



CM360 Top Conversion Paths Report		May 1, 2024 - May 31, 2024
Activity		Path Length
Site	Step Description	
Site Path	Total Conversion...	
1.	DART Search : Google (clk x 1)	17,179
2.	Facebook (clk x 1)	7,997
3.	Chinesean (clk x 1)	3,580
4.	DART Search : Google (clk x 2)	2,943
5.	Quantcast (imp x 1)	2,665
6.	Taboola - Display (clk x 1)	2,168
7.	DART Search : MSN (clk x 1)	1,849
8.	HKCard (clk x 1)	1,632
9.	The Trade Desk (imp x 1)	1,596
10.	Quantcast (imp x 2)	1,256
11.	Chinesean (clk x 2)	989
12.	DART Search : Google (clk x 3)	934
13.	Facebook (clk x 2)	900
14.	dv360-youtube (clk x 1)	861
15.	The Trade Desk (imp x 1) > DART Search : Google (clk x 1)	809
16.	siuc_hkcard (clk x 1)	788
17.	Quantcast (imp x 1) > DART Search : Google (clk x 1)	719
18.	The Trade Desk (imp x 2)	705
19.	BidManager_DfaSite (imp x 1) > dv360-youtube (clk x 1)	676
20.	Quantcast (clk x 1)	643
21.	Quantcast (imp x 3)	634
22.	DV360 (Assembly) (imp x 1)	557
23.	Chinesean (clk x 3)	491

Sample of CM360 Top Conversion Paths Reports Dashboard

CM360 DASHBOARD

Top Conversion Paths Report

What's included?

1 Looker Studio dashboard of consolidated site level **Top Conversion Paths** Report for 1 CM360 advertiser, with the following filters:

- Date range
- Floodlight Activity
- Path Length
- Site
- Step Description

The report can be downloaded as CSV, Google Sheet from Looker Studio

Remarks:

- Path to Conversions report data will be stored at Google Cloud during the subscription period. All the data will be removed immediately after the subscription period is over.
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Why work with FiveStones?

- Experienced Google Marketing Platform, media and Analytics data experts to develop best in class digital marketing solutions
- We allow you continued access into deprecated multi-channel reports from CM360, allowing you to continue needed marketing insights

How can I get started?

FiveStones provides Data Visualization services that go beyond the details outlined in this document.

For a thorough exploration of your available choices, kindly reach out to your customer success manager or via info@fivestones.net.