common ground

cg360° Analytics

Real data. See what's working and what isn't.

See what's working and what isn't.

Real data on what is working and what is not: traffic, site health and the checks behind them, in one view. Every reading shows its source and when it last ran.

TRAFFIC
Measured site sessions and visitors.

SITE HEALTH
Checks, when they ran and what needs attention.

SOURCE READINGS
Open the source analytics behind the view.

Salesforce found data leaders estimate 19% of their company's data is siloed or unusable, and 70% believe their most valuable insights sit inside it.

WHAT YOU ACTUALLY GET	Google Analytics	Semrush Site Audit	Analytics
Measured sessions and visitors	●	○	●
Recorded checks, with when they last ran	○	●	●
Missing or overdue checks marked	○	○	●
Somebody to talk the readings through with	○	○	●
Traffic, checks and gaps in one view	○	◐	●

Analytics puts measured traffic and recorded checks in one view, so you can see what is working and what needs attention. Every reading shows where it came from and when it ran, and an overdue check stays marked until somebody deals with it. Tool usage and bills sit in Atlas.

STAYS VISIBLE
Missing and overdue checks.

See your readings
WALKTHROUGH
Your traffic and your checks, side by side.

Connect your sites
SETUP
Pointed at the sites and sources you already run.

Keep reading it
ONGOING
What is working and what needs attention, talked through with a person.

See what's working and what needs attention.

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Comparison from published 2026 vendor pages: Google Analytics dimensions and metrics; Semrush Site Audit and Compare Crawls. Salesforce, data and analytics trends, November 2025.

Common Ground: capital, operating partners and technology.
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