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Google Analytics Standard vs. Premium

Service Breakdown	Standard	Premium
Analytics Tools, Data Processing and Limits		
Contract and Service guarantees		✓
Data volume limit	10 million hits/month	20 billion hits/month (1 st pricing tier at 1 billion)
Sampled data limit	Up to 500,000	Up to 10,000,000
Data freshness	Up to 24 hours	Max 4 hours
Unsampled report exports		✓
Unsampled reporting API		✓
Max data rows	50,000	Up to 200,000 (with custom tables)
Max data export	50,000	3,000,000 (with unsampled reports)
Real time data	✓	✓
Data Driven Attribution Model		✓
Platform Integrations		
DoubleClick Bid Manager (DBM) integration		✓
Adwords integration	✓	✓
BigQuery Integration		✓
Support		
Full SLA coverage		✓
Training		✓
Account Management		✓
Google Tag Manager SLA		✓