

Keley consulting



**Implement efficient monitoring
with Google Analytics**

Google Analytics services introduction



u **Google Analytics is a solid and complete tool providing:**

- Customizable reports and alerts
- Advanced segmentation
- Connection with external systems
- E-commerce tracking
- (...)

u **To be fully leveraged, it requires sufficient resources allocation:**

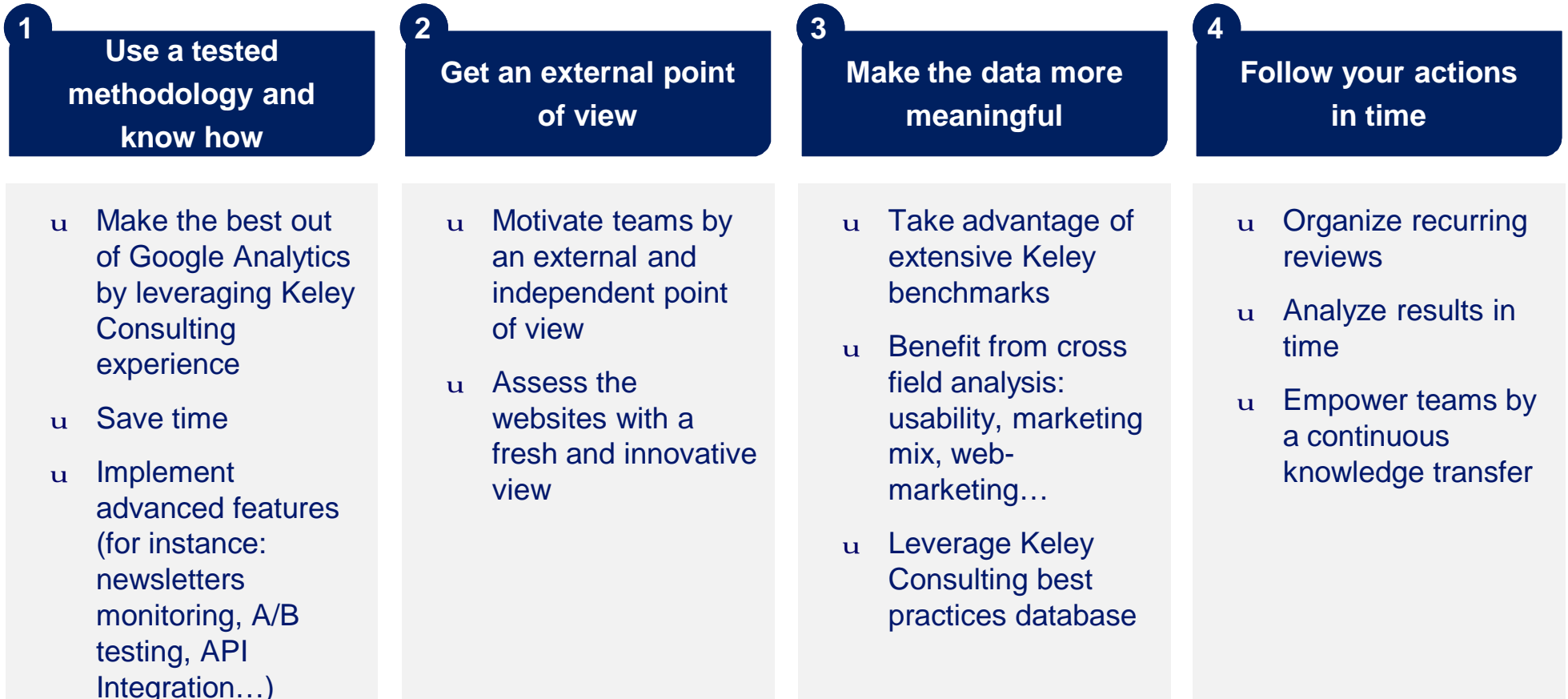
- Implementation needs to be specific to produce actionable data
- Sufficient resources are needed : trained analysts, proper processes

Implementing efficient Web Analytics is difficult

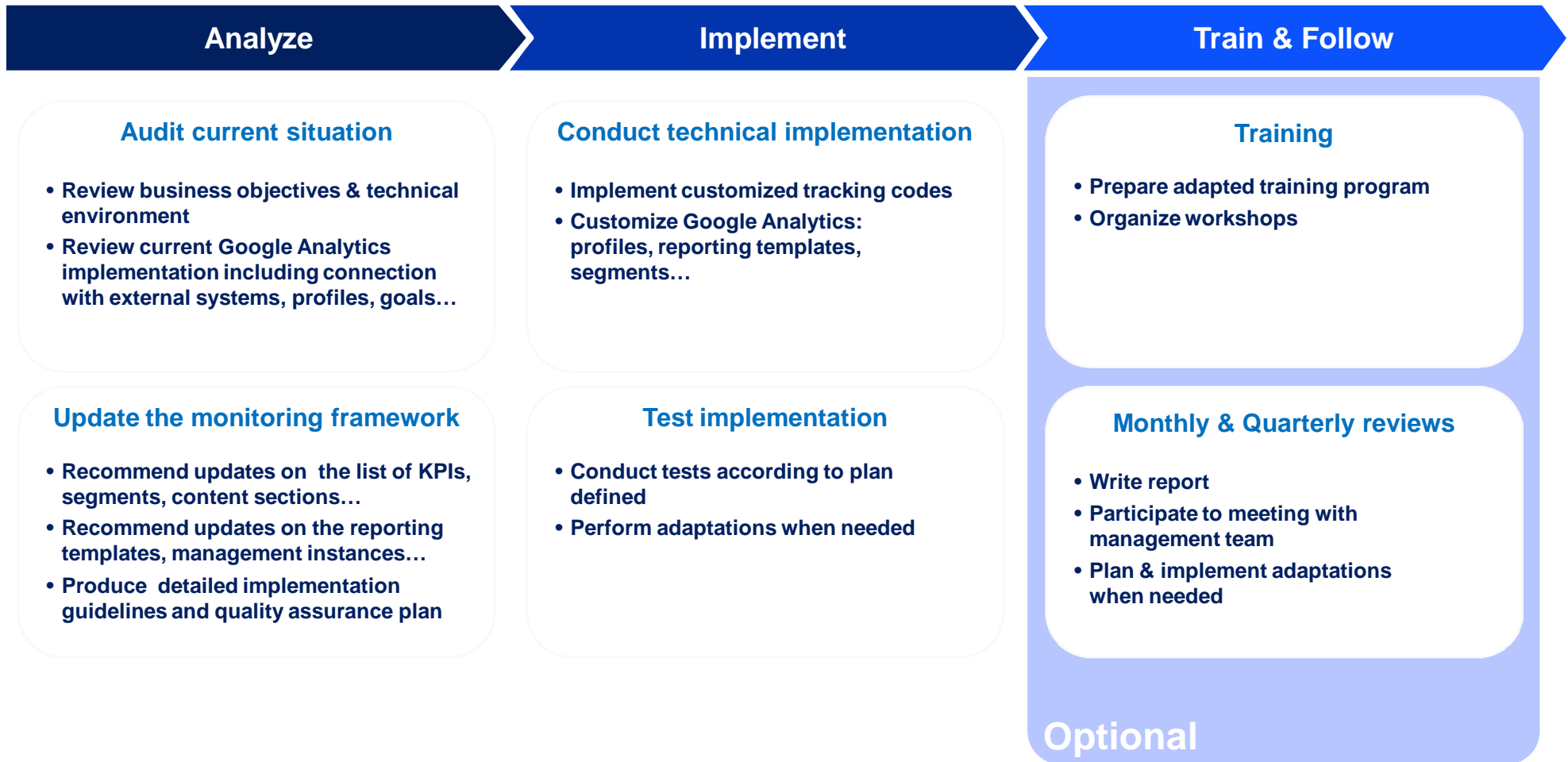
Main difficulties

- u Insufficient time to analyze data
- u Difficulties in prioritizing KPI and inadequate level of granularity (confusion between one-shot analysis and standard monitoring, no high level review...)
- u Difficulties in analyzing indicators (absence of benchmark, no real understanding of key business drivers)
- u Technical difficulties, in particular, to consolidate data from different systems
- u Difficulties in measuring value created outside the Internet channel

Keley Consulting Implementation of Google Analytics



 **A structured data driven approach to improve operational efficiency**



u Price range from 2 000 € to 20 000 € according to the complexity of implementation, please contact us to get a quote: commercial@keley-consulting.com



R Expert consultants certified by Google ⁽¹⁾

- Proficiency with Web technologies to ensure fast implementation: HTML, Javascript, PHP, .NET, major CMS...

R Proven know how in Web analytics, tested on leading websites

- AXA Group, Unilever, La Poste...

R A day-to-day experience of websites operating in a multichannel environment

- A broad vision on all the elements of the value-chain Marketing, supply chain, reporting, finance, technologies

(1) Verification ID's

u 18189

u 18259

Contact us by phone: +33 1 47 05 51 89 or by e-mail: commercial@keley-consulting.com