



| Google Analytics Services



About KELEY Consulting

- ▶ KELEY Consulting is a boutique strategy and execution firm dedicated to addressing the specific challenges of multichannel distribution, e-commerce and CRM with a full service approach
- ▶ Keley Consulting has accompanied leading CAC 40 firms in their digital strategies as well as fast growing innovative startups
 - PPR, AXA, Renault, EADS, Orange, LeGrand, BNP Paribas, Crédit Agricole...
- ▶ KELEY Consulting is a founding member of the Digital Consulting Alliance which gathers more than 150 consultants with operational experience and digital expertise around Europe
- ▶ KELEY Consulting was founded in 2006 by Pierre Guimard



- Pierre Guimard is a graduate from ESSEC, leading European Business School
- After working 2 years in London at Société Générale, he worked 6 years as a consultant at Accenture and the Boston Consulting Group on strategy, marketing and organizational issues
- He then was the director of the Customer relationship division at Fnac.com, the French leader in ecommerce. He lead Fnac's website redesign project as well as key marketing, logistics and means of payment projects

- ▶ KELEY is located in the center of Paris

Our values

Integrity

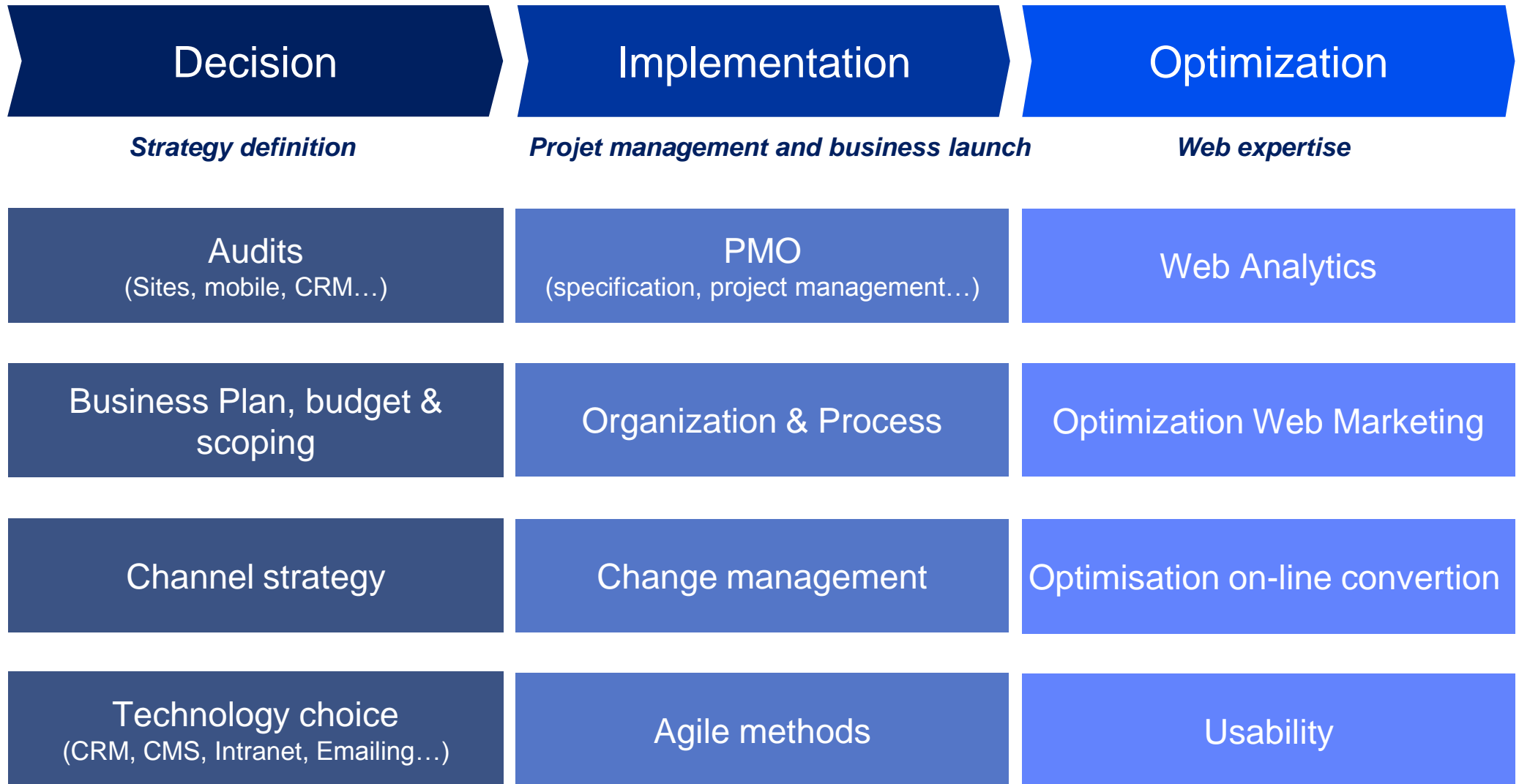
Results

**Excellence &
Innovation**

**Customer
satisfaction**

**Collaboration
with client**

Our services



Leading references

Finance



Retail



Teleco / Media



Industry



Services



Consumer goods



Training



Others



Google Analytics services introduction



► Google Analytics is a solid and complete tool providing:

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

► 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

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

Keley Consulting

Implementation of Google Analytics

1 Use a tested methodology and know-how

- ▶ Make the best out of Google Analytics by leveraging Keley Consulting experience
- ▶ Save time
- ▶ Implement advanced features (for instance: newsletters monitoring, A/B testing, API Integration...)

2 Get an external point of view

- ▶ Motivate teams by an external and independent point of view
- ▶ Assess the websites with a fresh and innovative view

3 Make the data more meaningful

- ▶ Take advantage of extensive Keley benchmarks
- ▶ Benefit from cross field analysis: usability, marketing mix, webmarketing...
- ▶ Leverage Keley Consulting best practices database

4 Follow your actions in time

- ▶ Organize recurring reviews
- ▶ Analyze results in time
- ▶ Empower teams by a continuous knowledge transfer

▶ A structured data driven approach to improve operational efficiency

Our business services

Analyse

Audit current situation

- Review business objectives & technical environment
- Review current Google Analytics implementation including connection with external systems, profiles, goals

Update the monitoring framework

- Recommend updates on the list of KPIs, segments, content sections...
- Recommend updates on the reporting templates, management instances...
- Produce detailed implementation guidelines and quality assurance plan

Implement

Conduct technical implementation

- Implement customized tracking codes
- Customize Google Analytics : profiles, reporting templates, segments...

Test implementation

- Conduct tests according to plan defined
- Perform adaptations when needed

Train & Follow

Training

- Prepare adapted training program
- Organize workshops

Monthly & Quarterly reviews

- Write report
- Participate to meeting with management team
- Plan & implement adaptations when needed

Optional

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

Our added value



Expert consultant certified by Google (1)

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

Proven know how in Web analytics, tested on leading websites

- AXA Group, Unilever, La Poste...

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

▶ 18189

▶ 18259

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