

BUSINESS DECISIONS OR BUSINESS OPINIONS?

Data can be an incredible resource but only if it is built and managed in an efficient way. Data resources are a must-have in a modern, digital economy. The information garnered from a strong user-driven analytics estate defines whether a business decision is based in fact or opinion.

W. Edwards Demings - a 20th century economic visionary and businessman - said, "Without data, you are just another person with an opinion." To inform and improve measurable business success, a strong analytics estate is measured by:

1. a goal-driven intention
2. an optimised and efficient design
3. a strong degree of automation
4. a granular collection process
5. a clean and presentable output
6. informed interpretation

WHAT'S THE RESULT?

With an improved design and organised analysis plan, clients can expect to filter out polluted information, set achievable goals, improve products and eliminate uncertainty when planning for the future.

DATA SERVICES

There are different services available to help meet various client & business challenges. Aside from the following listed, a complementary analytics manual will be tailored to the client's estate to inform future practices.

Services:

- Google Analytics estate restructure
 - Account, properties and views
 - Governance, admin and code management
 - Filter creation and specialisation
 - Targeted segmentation
- Google Tag Manager construction
 - Tags, triggers, variables and Google Analytics synchronisation
 - Regex data specialisation
- Revised reporting practices
 - Data Studio setup
 - Google Analytics custom reports and dashboards
- Marketing campaign tracking for social, organic and paid performance
- Training for team members on analytics basics and estate use

Customised at clients' convenience.

RETAINER PROGRAMME

If clients are interested in continuous maintenance and reporting services, Dalton can be hired on retainer for a set number of support hours. This entails clients to regular reports, campaign consultation, and a set number of support hours.