

Enhance your sales with our comprehensive way of working

In today's digital landscape, understanding your sales funnel is more crucial than ever. Our approach focuses on leveraging advanced analytics to ensure you maximize your marketing efforts. Here's how we transform your process:

1. KPI Identification and insights development

Before diving into the technical setup, we assist you in identifying the right Key Performance Indicators (KPIs). We guide you in discovering insights that empower today's decisions and drive tomorrow's success.

2. Audit of current GA4 and GTM implementation

Are you capturing all the necessary metrics? Our experts conduct an in-depth audit of your Google Analytics 4 (GA4) and Google Tag Manager (GTM) setup to ensure comprehensive measurement and reliable data.

3. Strategic campaign process development

We partner with you to design an effective process for your future campaigns. Our strategic approach helps you optimize every step, ensuring you reach your goals efficiently.

4. Goal setting guidance

Achieving your objectives starts with setting the right goals. We guide you in defining clear, actionable goals aligned with your business strategy.

5. Effective campaign tagging

Optimize your campaigns with precise tagging. We teach you the best practices in campaign tagging, ensuring your data is accurate and actionable.

6. Building the BI Stack and BI Layer

Transform data into insightful analytics with a robust Business Intelligence stack and layer. Our team develops a system tailored to your business needs, facilitating smarter decision-making.

7. Technical documentation creation

Technical precision ensures success. We provide comprehensive documentation that supports ongoing analytics efforts, aiding in knowledge retention and continuity.