



ABOUT CUSTOMER

A leading Australia-based data analytics & marketing consulting firm with core competencies in digital media, Google Cloud and Marketing Platform.

BUSINESS REQUIREMENTS

Migration from Universal Analytics (UA) to Google Analytics 4 (GA4) Set up GA 360 and GTM 360 accounts for end clients

Audits for existing GA & GTM implementations

Enhancements to the current set up

Creation of Data Studio dashboard

Reporting and analysis

OUR SOLUTIONS

Enabled end customers to track website performance with GA 360 and GTM 360 implementation

> Ensured enhancements with additional events set-up, ecommerce implementations, content and channel grouping

Monitored website and online channel performance by creating dashboards Identified gaps in the current accounts (e.g.: account settings, tags & triggers and so on) by auditing the existing implementation end-to-end

Delivered actionable business insights

Migrated to GA4 account as UA was globally discontinued

BUSINESS IMPACT

Enhanced data accuracy & authenticity

Well-informed marketing decisions





