



How to get Google Analytics & Reports you can count on: Optimizing your Google Analytics program

Skewed or inaccurate data is the by-product of many of today's web analytics installations.

Optimize your web analytics foundation through a comprehensive audit from Cardinal Path.

Start generating confident, actionable recommendations for performance improvement.

A comprehensive web analytics framework that inspires confidence across your organization is within your reach.

Can you trust your web analytics data?

By far the biggest source of error in analytics today is implementation error. A web analytics implementation needs to be treated like a software development project, and must be subjected to the same scrutiny and testing to make sure it has been done correctly. Very few organizations can attest to having followed best-practices that enable their team members to make confident choices.

Through experience in thousands of client projects, we've found that the majority of web analytics installations struggle with some significant gaps that can be fixed with the right moves.

Cardinal Path's audit of your Google Analytics and reports implementation provides a comprehensive, structured review of your web analytics solution through two lenses –business and technical – to boost your decision-making capabilities.

- **Business:** Our audit ensures that your Google Analytics setup is configured to address the business objectives that are important to you. We look at your organizational goals and the digital KPIs you've established to ensure that the analytics are identifying the right data points to measure success or failure.



- Technical: A thorough review of your Google Analytics on page code, configuration, and use of advanced features helps us discover how it varies from best practices and identifies opportunities for improvement.

Unlock your competitive advantage through accurate, actionable web data

Our Google Analytics & Reports Audit addresses several core challenges across a number of key marketing areas including media, creative, and communications:

- Identify the web data you need to hold your media, creative, and content accountable to established digital KPIs
- Identify the gaps to best practices that are preventing your organization from having access to the right data
- Establish accurate, complete, and trustworthy data to enable confident decision making
- Enable greater adoption and broader usage of data across your organization on a proven platform

Getting started

An audit of your deployment can put you on the path to optimal configuration and bottom line benefits in as little as four weeks. Get started today:

info@CardinalPath.com or (480) 285-1622)

Maximizing your investment

An audit is the first step in understanding how to improve upon your web analytics strategy, and Cardinal Path is committed to helping you realize your organization's potential. Each audit includes dedicated support time from our deep bench of web analytics experts to help you act upon recommendations and begin accessing the true value of your analytics foundation.

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.