

CREATING THE WORLD'S LARGEST CUSTOM ANALYTICS INFRASTRUCTURE



Approached by an independent government agency with administrative oversight over one of the world's largest web infrastructures, Cardinal Path designed and deployed the largest-ever implementation of Google Analytics Premium. The extremely aggressive and mandated timeline included more than 11,000 websites, and has greatly improved the collection, measurement, aggregation and reporting of data across the client's vast network of digital assets.

Top benefits

Largest analytics deployment in history

Over 11,400 sites and counting

Designed and delivered solution with extremely aggressive timelines

Clean, accurate, comprehensive data comprehensive data

Consistent, multi-level roll-up reporting

Why the agency needed an unprecedented custom analytics strategy

The agency contacted Cardinal Path after receiving an executive mandate to implement performance and customer-satisfaction measurement tools across its network. Collectively, the agency's analytics infrastructure ran the gamut; some sub-agencies independently managed their individual data needs and investments, while many others had no data collection at all. There was no network-wide consistency in data collection technologies, practices, measurement or processes. Even agencies that used analytics relied on them purely for internal reporting requirements, which were often rudimentary. The wide disparity in applied analytic technologies prevented data aggregation, except through laborious manual processes that led to quality issues and inconsistencies.

Despite owning administrative responsibility over the entire network, the client could not provide aggregate, rolled-up data across all of its agencies, nor could it access and report on even a single individual sub-agency's performance. This inability to provide transparency into the functioning of its own organization, as well as the needs of its audience, was clearly an unacceptable scenario for a taxpayer-supported entity responsible for providing timely and essential information.

How Cardinal Path created a standardized, network-wide solution

Cardinal Path worked within the boundaries of an extremely aggressive timeline to roll out the world's largest and most complex implementation of Google Analytics Premium across the client's vast and sprawling network of websites. The solution was successfully deployed across more than 11,400 web properties and delivered a defined, standardized and consistent set of metrics to the key stakeholders. The design included self-configuring, customizable code that could be dropped into nearly any environment and

provide aggregated roll-up data, as well as breakdowns for individual agencies and websites. To implement this design, Cardinal engineers developed code that would detect any existing or potentially conflicting codebases and automatically synchronize with these codebases during deployment. The code satisfied a unique set of requirements for an individual agency in a single, self-executable file deployed through a single container script for the entire network. The solution included the ability to handle frequent and unforeseen traffic spikes without data loss, while filtering and aggregating data at various network hierarchy levels. It also supported real-time data streaming and on-demand visibility through dashboards directly accessible to executive stakeholders.

For the first time, agency executives could understand how much activity was initiated from diverse channels, such as mobile and social; how their sites compared to other related government agency web properties; and they were able to track how world events spur citizen engagement with their sites. The client proclaimed the installation to be a true success when all the stakeholders were able to view, in real-time, traffic data corresponding to the DA14 asteroid event in February 2013.

The agency and their sub-agency stakeholders can now easily track real-time public reaction to significant events, report on products and services, and gain insight into content strategies. The information provides an unprecedented level of accountability and transparency, enabling the client to leverage network-wide intelligence to meet its fundamental responsibilities of planning and response with far more understanding than ever before.

About the Client

An independent government agency with a decentralized network of dozens of sub-agencies and over 11,000 websites delivering a wide array of public goods, services, news and policy and regulatory information.

**Start benefitting from your organization's digital intelligence.
Call Cardinal Path to find out how.**

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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.