

**Digital Analytics and Optimization:**  
Accomplished cross-industry experts who deliver quality analytics, optimization and related infrastructure solutions as an extension of your digital team.

**HOW WE DO IT:**

We recognize that each of our clients face unique challenges with their digital analytics needs. After getting to understand your business, we deliver customized analytics solutions based on these needs and the maturity level of your digital analytics' organization.

We are technology agnostic, due to our deep and broad analytics experience, allowing us to work with any tool. Our analytics, optimization and development teams partner with your in-house team to meet ROI and other critical goals for your organization.

We can manage the full life-cycle of digital analytics, from strategic planning to implementation to insight generation across all digital platforms (mobile, tablets or web).

**WHAT MAKES US DIFFERENT:**

We have deep and broad experience ranging from highly regulated industries (such as telecom, pharmaceuticals, insurance, and financial services) to e-commerce and media - across B2C and B2B channels – and have the patience to walk with you to effect step-change growth or run with you at agile speed.

We enable a holistic view of your organization's performance, by matching experience in managing analytics and optimization across all touchpoints in the customer journey with the ability to seamlessly integrate data with your CRM and/or offline marketing partner.

We have the "can do" attitude of a small agency, but possess the resources and bench strength of Omnicom, the world's most respected Agency network.

**SERVICES:**

- Data Collection, Testing & Quality Assurance
- Campaign Set-up, Measurement & Optimization
- CRM & Database Analytics Integration
- Strategic Analytics Planning
- Tool Vendor Selection
- Digital Operations
- Tool Design & Implementation
- Reporting, Dashboarding & Insight Generation
- Training & Knowledge Base Development
- Best Practice Development
- Process Definition & Execution

**AREAS OF EXPERTISE:**

- Website Development
- Analytics Tagging / Eventing Implementation
- Campaign Analytics (Digital Media, SEO, Email, Social, & Multi-Channel)
- Mobile Measurement & Analysis
- Customer Experience Analysis
- Digital A/B & Multivariate Testing
- Integrated Reporting

**CATEGORIES OF TOOLS USED:**

- Site / Mobile Application Analytics
- Ad Serving Tools / Analytics
- Digital Panel / Benchmarking Analytics
- Experience Monitoring & Measurement
- Tag Management Systems
- Multi-Channel Analytics
- Dashboarding
- Testing & Optimization

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