

Capture powerful customer data with GA/GTM

Google Analytics (GA) and Google Tag Manager (GTM) are cornerstones in building a strong foundation for business analytics and customer insights. When used together, they offer a comprehensive data solution that enables agile marketing and informs business strategy. A properly configured GA/GTM implementation allows you to track the effectiveness of your website, your sales channels, and your marketing programs.

What would it mean to your business to be able to do the following?

- Uncover valuable data about your audience
- Determine which channels drive traffic to your website
- Gain demographic information about your audiences
- See how visitors are entering your website
- Gauge how much time visitors spend on specific pages
- Determine which of your marketing campaigns is most successful



A powerful data analytics foundation is the key. Want to kick start or reinvigorate your data analytics strategies? Our Data Analytics Assessment provides actionable, prioritized insights and recommendations to optimize your GA/GTM setup.

Data Analytics Assessment

Our Data Analytics Assessment allows you to tap in to Acumium's expertise to check the health of your current GA/GTM implementation, or even design a brand new one from scratch.

We dive into the deepest corners of your GA/GTM implementation to provide you with a solid understanding of the current state of your data analytics and tag management and how well (or not) it's helping you with insights that align to your business objectives. We distill our findings into a prioritized and actionable move-ahead plan, custom-fit for you. If needed, our digital team can even help implement the plan, either in full, or partnering with your team.

The scope of your Data Analytics Assessment will depend on your individual needs, but action items may include:

1. Audit your GA and/or GTM accounts to ensure they are properly tracking the data important to you.
2. Design a new, best practice GA and/or GTM implementation from scratch.
3. Create a seamless transition plan from other analytics systems to GA/GTM without data loss.
4. Summarize and prioritize actionable recommendations for implementation updates and optimizations, focusing on those expected to provide the largest benefits within the shortest timeframe.
5. Work together to implement the prioritized and approved recommendations within your budget.

Regardless of scope, our goal is for you to be able to more effectively measure your digital efforts in a way that's tailored to your unique business objectives.

It starts with a simple, no-risk conversation.



Brands

CSM Companies	Emmi Roth
Gilson	Fair Indigo
Nasco Education	Lettuce Entertain You Enterprises
WECO Hospitality	Douglas Stewart Company
Quest Products	Tandy Leather
K-fee USA	ICS Equity
Quality Power Solutions	The Stil Trust
CultureTrax	Food Pros
Roastar	Slipstream
Threadfellows	Emergency Medical Products
WiCell	

About Acumium

Acumium is a full-service digital enablement agency with over 20 years of deep expertise in strategy, digital marketing, design, and technology. Our highly experienced, 100% US-based team applies an experimental and data-informed approach to help companies embrace digital more effectively.

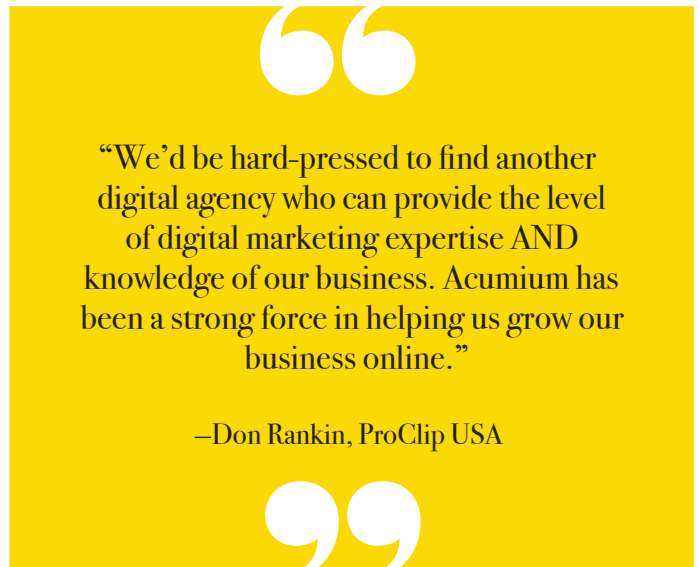
We flexibly work around business constraints, until we can help remove them. We believe starting small is okay; the key is to start. Because every set of circumstances and problems is unique, we take a customized approach to help clients advance their goals and spur sustainable growth. We untangle complexity for breakfast and go toe-to-toe with hard problems. We bring our Midwestern work ethic (and lots of Midwest nice) to the table every day to make great things happen for our clients and partners.

We're here to help growth-oriented brands use digital to get more done, reach more of the right people, and be better.

Leadership



Caroline Sober-James
Director of User Experience



Let's build something great together.

www.acumium.com/contact-us
hello@acumium.com
608-310-9700