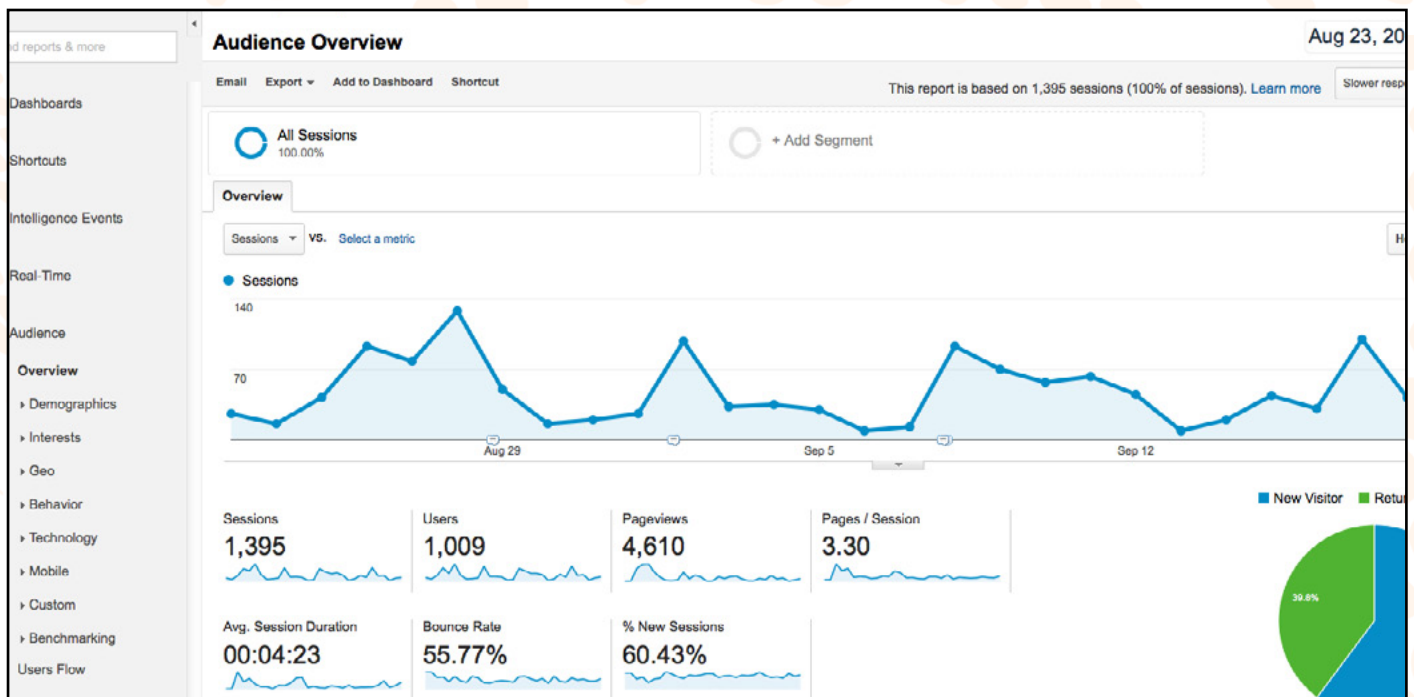


Analytics Setup World-class data

The starting point of world-class analytics on a website is defining the purpose of the site and the goals for the web business. Once you know the targets, you need to make sure your analytics tools provide you with the right data at the right time to measure your progress. Then you need to create dashboards and reports that show everybody involved how you are doing. And finally, you need to make sure that all of this can be continuously updated as the world around you changes, new campaigns are launched and new requirements emerge.

Quru Analytics Setup is an analytics service package that gets you going with analytics. We use a phased approach where we first audit your current analytics setup and then configure your analytics tools to match the key performance indicators (KPI) defined for your business, and finally create the reporting structure you need. We also help in implementing Tag Management tools.



Typical modules in an Analytics Setup project include:

1) Analytics audit

Quru analytics experts will review your current analytics setup and provide you with improvement suggestions. Based on the audit and your KPI's, we will then propose a set of metrics and analytics tags that are needed for collecting the necessary analytics data.

2) Tag management setup

Quru will support the implementation of a tag management solution for your website and configure the tag management accounts and settings to support website analytics. Based on the KPI's, Quru will use the tag management system to implement the first set of necessary tagging on the target websites. For a monthly fee, Quru can also provide you with a license for a tag management solution.

3) Dashboards and training

Quru will create a set of dashboards that will display the agreed key performance indicators and other relevant analytics information. Once the dashboards are ready, Quru will organize training sessions either live or through a teleconference about the dashboards and their use.

Deliverables:

- Audit of your existing analytics setup with improvement suggestions
- Configuration of the analytics tools and tags according to the defined metrics
- A set of dashboards and a reporting structure for the target websites
- One training session about the new dashboards and analytics reporting.

Requirements from the customer:

- Providing Quru with admin access to the analytics account
- Approval of the tagging suggestion and selection of tag management tool
- Participation in the training session.

Price: Typically 4000 to 8000 euros, depending on the target sites and tools.

About Quru



We have one goal: To make our clients a billion

Think of us as digital detectives. We forensically examine every clue to enable you to save or make more returns on your advertising spend. Everyone using the Internet leaves a digital fingerprint or a trail. We help you understand what the trails mean, what your customers are looking for and guide you about what you need to change and why.

- We drive your business with a very quick ROI.
- We will build you a team that can analyze the value of the whole Internet journey of your customers.
- We handle your reports and manage your online and tagging tools.
- We are not after an easy cut of your marketing money, we build long-lasting partnerships .
- Our world-class team has over 100 years of experience from Internet business development and can support any analysis tool you pick.
- With us, you can outsource the operational without worries so that you can concentrate on strategy and planning.

