

Analytics Accelerator – for Google Analytics service specification

ivantage **Analytics Accelerator** for Google Analytics is the brand name given to ivantage's advisory, configuration and support service for the *implementation* of Google's free Web Analytics package – Google Analytics. Google Analytics is powerful hosted Web Analytics software that provides insightful, actionable information about how visitors find, use and interact with your site.

What's included?

Analytics Accelerator includes an initial telephone consultation with you about which website and business metrics you need to measure. We then advise and agree how we will set-up Google Analytics for your installation.

We provide detailed page tagging instructions for your webmaster to follow and, once installed, we check the installation and data coming through. We then conduct any remote configuration necessary such as filters and user management and we integrate your Google Adwords account.

Analytics Accelerator also includes one online user training session for 1.5 hours via Webex for up to 5 users.

Why Analytics Accelerator?

Google Analytics offers the most value when configured properly for your specific needs. If you need to get Google Analytics up and running quickly or your existing account is simply not giving you the data you need, then ivantage's Analytics Accelerator service is for you.

Why ivantage?

ivantage is one of only three Google Analytics Authorized Consultants in the UK. We are trusted by leading online organisations such as Argos Business Solutions, Confetti, Homebase, and Interflora for our expert, independent and professional advice and extensive experience to run both cost-effective paid search campaigns and measurable organic search campaigns.

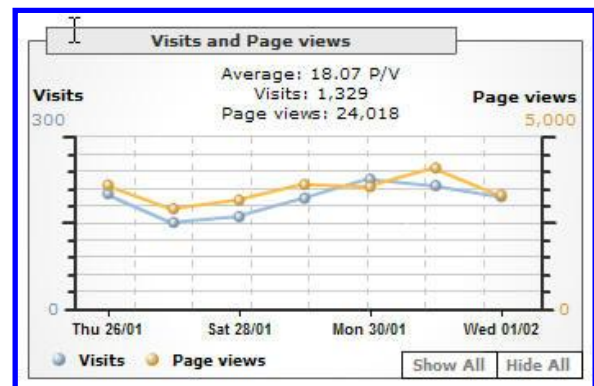
What is Web Analytics?

Web analytics is the recording and analysis of the behaviour of visitors to web sites or web applications. For e-commerce companies, it describes the identification and analysis of the aspects of the website which assist its business objectives.

E-commerce companies often use specialised web analytics software to measure quantitative details such as how many people visited their site, how many of them were unique visitors, how they came

to the site (e.g. if they followed a link, typed in the URL or were referred by a search engine), which keywords they entered on the site's search engine, how long they stayed on a given page or on the entire site, which links they clicked on and when they left.

Web analytic software can also be used to monitor whether or not a site's pages are working properly. With this information, web site administrators can determine which areas of the site are popular and which areas of the site do not get traffic. They can use the data to streamline a site to create a better user experience and improve visitor outcomes.



Initial goal scoping and advisory

With ivantage Analytics Accelerator we consult you about which metrics are important to your website and your business. This ensures that we provide you with the right tagging instructions for Google Analytics to provide you with actionable, insightful information.

Ivantage Analytics Accelerator – for Google Analytics: deliverables

- Initial goal scoping and advisory
- Detailed page tagging instructions
- Goal and funnel configuration
- Advanced technical configuration
- Content analysis configuration
- Sales analysis configuration
- Marketing analysis configuration
- Installation integrity checking
- Data collection integrity checking
- Adwords Account integration
- One live 1.5-hour online user training session for up to 5 users via Webex
- Email, Webex and telephone technical support for 30 days
- Email, Webex and telephone user support for 30 days

Advanced technical configuration

With ivantage Analytics Accelerator, we remotely set up all your required users and groups. We also define with you and remotely set up any necessary Google Analytics data processing filters. Such filters may be required for you to make more sense of your web data such as the removal of your staff's statistics from your reports or, for example, the creation and filtering of a profile to focus on a support sub domain. Possible filter options that we may need to consider are:

- Exclude and include filters
- Lookup table filters
- Search and replace filters
- Advanced filters

Sales, Marketing and Content Configuration

With ivantage Analytics Accelerator, we define with you and remotely setup the sales, marketing and content campaign metrics that are relevant and appropriate for your website and business such as:

- Secure transactions, domains and sub-domains
- E-commerce settings
- Business to business goal settings
- Conversion goals
- Conversion funnels
- Custom Visitor Segment
- Tagging URLs for your Paid Search advertising campaigns
- Tagging URLs for your email advertising campaigns
- Tagging URLs for your other advertising campaigns
- File download statistics
- Flash event statistics
- JavaScript event statistics
- Outbound link exits
- Outbound banner ad exits

	Goal Name
G1	Interested in services, please call!
G2	Google Analytics or Urchin Software

Once defined, Google Analytics can report correctly and accurately on the relevant metrics enabling you to see the true performance of your web site.

Adwords Integration

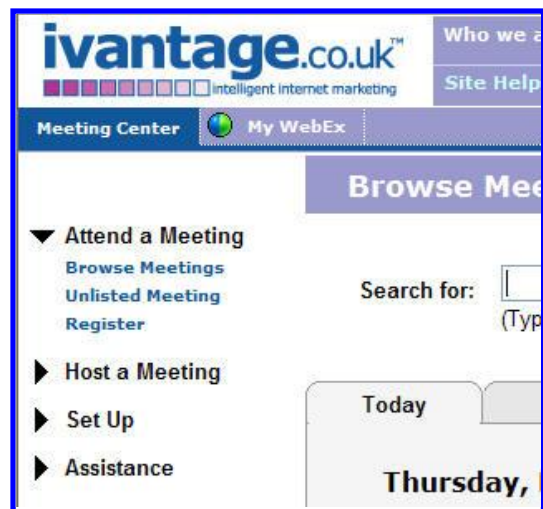
With ivantage Analytics Accelerator we will also make sure your Adwords account is importing cost and click data from Google Adwords and, if possible, Autotagging is enabled.

Training

With ivantage Analytics Accelerator we provide you and your users with online training enabling your staff to understand the data they are viewing and to see such data as insightful, actionable information. Training at our offices or onsite can also be arranged at additional cost, if required.

Responsive support

As a Google Analytics Authorized Consultant, we are obligated to provide you with responsive, knowledgeable and reliable support. Your questions and issues can be raised via Webex, email or web and are all recorded in our trouble ticket system and responded to as quickly as possible and normally within 4 hours within business hours of 9am-5:30pm, Monday-Friday.



On-going support

After your 30 days of support included with Analytics Accelerator, you can obtain additional support through one of our **Trouble Shooter** or **Analytics Insight** services.