

Analytics Accelerator – for Urchin service specification

ivantage **Analytics Accelerator** for Urchin is ivantage's brand name for our advisory, configuration and support service for the *implementation* of Google's web analytics package – Urchin. Urchin is a powerful web analytics package that provides insightful, actionable information about how visitors find, use and interact with your site.

What's included?

Analytics Accelerator includes an initial client consultation about which website and business metrics need to be measured. We advise and agree how we will set-up Urchin 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.

The standard Analytics Accelerator includes one online user training session for 1.5 hours via the Webex desktop-sharing service for up to 5 users.

ivantage Analytics Accelerator– for Urchin: deliverables

- Initial goal scoping and advisory
- Detailed page tagging instructions
- Goal configuration
- Advanced technical configuration
- Content analysis configuration
- Sales analysis configuration
- Marketing analysis configuration
- Installation integrity checking
- Data collection integrity checking
- 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

Why Analytics Accelerator?

Urchin offers the most value when configured properly for your specific needs. If you need to get Urchin 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 ivanavage?

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 natural search campaigns.

What are Web Analytics?

Web analytics involves the recording and analysis of the behaviour of visitors to web sites or web applications. For e-commerce companies, it includes 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.

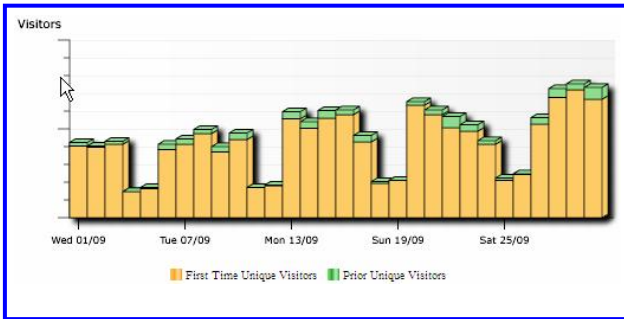
Web analytic software can also be used to monitor whether or not a site's pages are working properly. With this information, web site administrators can determine which areas of the site are popular and which areas of the site do not get traffic. They can use the data to streamline a site to create a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

Exportable Business Ready Graphics



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 Urchin to provide you with actionable, insightful information.



Advanced technical configuration

We set up all your required users and groups, then work with you to define and set up any necessary Urchin 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

We help you define and set up 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
- 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

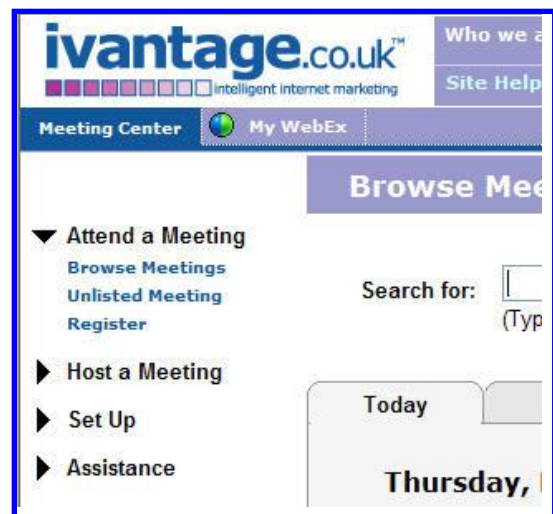
Once defined, Urchin can report correctly and accurately on the relevant metrics enabling you to see the true performance of your web site.

Training

The standard Analytics Accelerator package includes online training for your staff to enable them to understand the data they are viewing and to interpret it as insightful, actionable information. Training at our offices or onsite can also be arranged at additional cost, if required.

Responsive support

As a Google Authorized Consultant, we are required 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 – 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.