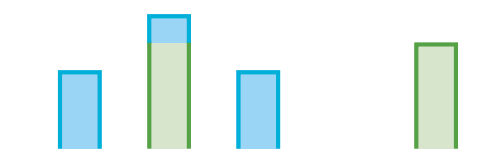


Move your enterprise from data
to insights to action.



Overview

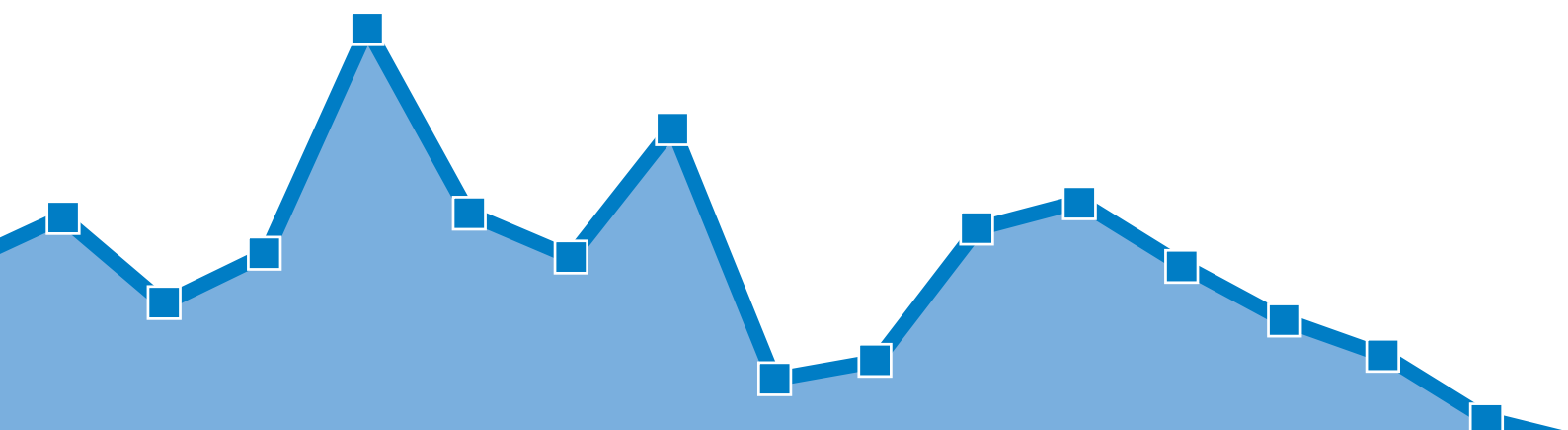
Google Analytics Premium

Now you can empower your entire enterprise to make data-driven decisions.

As your online business grows, you need more insights and support than ever. That's why we've created Google™ Analytics Premium. Now being used by some of the world's most well-known organisations, Premium increases the power and ease of Google Analytics for your business.

Now you can share more valuable information than ever throughout your enterprise—from the back room to the boardroom—for better decision making.

Enjoy more data—processed more frequently—as well as uptime guarantees and service from ConversionWorks, your dedicated Google Analytics Premium Authorized Reseller.





Extra processing power means more data, more quickly.

With Google Analytics Premium, you can gather, analyse and share more data than ever.

- **Lifted data limits.** Track more than ever—billions of hits per month and 50 custom variables give you deep insights to make more informed decisions.
- **Download unsampled reports.** Export high data volumes and analyse all of your data.



Service Level Agreements give you a Google uptime guarantee.

Your site activity is reliably recorded and available to you at all times. Google will compensate you if we don't deliver.

- **Data collection.** Get a Service Level Agreement of 99.9% in any calendar month.
- **Processing.** Data freshness within a maximum of 4 hours 98% of the time. React faster than ever.
- **Reporting.** Enjoy guarantees of 99% in any calendar month.
- **Data ownership.** You own all of your data. Your contract ensures it.



Advanced analysis tools deliver deeper insights.

Analysis options unique to Google Analytics Premium provide a deeper understanding of consumer behaviour.

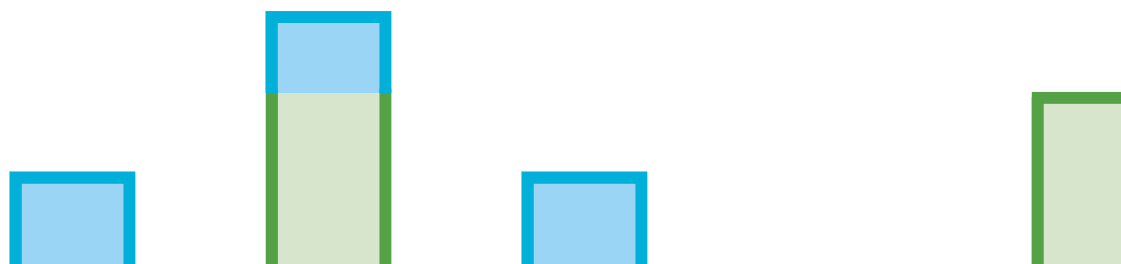
- **Attribution modelling.** Easily perform attribution modelling on your marketing campaigns to understand the full value of all the channels in your media mix.
- **More custom variables.** We're flexible. With 50 custom variables, you can customise your analytics and collect the unique site usage data you want.



Dedicated service from ConversionWorks gives you your own support team.

When you engage with a Google Analytics Premium Authorized Reseller, they start with a thorough implementation review and help you customise your installation to meet your business requirements. Authorized Resellers are with you for the long term, helping you adapt your installation to your growing business and changing needs.

- **Custom training and support.** Get your own account manager. This expert will be your day-to-day operational contact, a natural extension of your marketing and web development teams. Technical training through implementation is complemented with business training delivered at your site or via webinar.
- **Tap into all of the power of Google Analytics.** Our specialists will move you smoothly from your existing installations to all the functionality and features of Google Analytics and ensure a full and reliable data set.
- **Enjoy ongoing technical support.** Get help with complex third party data integrations. Work with an Authorized Reseller to develop customised dashboards and data warehousing solutions.



Get more data, advanced features and dedicated service from Google Analytics Premium.

Take advantage of the customised, high-touch support that Google Analytics Premium has to offer. It's all the power and ease you expect from Google Analytics—with extras that help you optimise everything and get the most from its robust capabilities.

Get started today by contacting your Google Analytics Premium Authorized Reseller:



ConversionWorks is a web analytics and conversion rate optimisation agency that helps clients generate more sales and leads from their websites.

ConversionWorks partners with companies such as Diageo, L'Oréal, Eurotunnel and Hargreaves Lansdown to help them measure and understand their websites and, in turn, improve conversion rates—and ultimately the return-on-investment from their websites.

0845 5000 408
info@conversionworks.co.uk
www.conversionworks.co.uk

Google™ Analytics Premium

www.google.com/analytics/premium