


# analytics compass™

**commune**  
*Internet Marketing Optimization*

Are you losing money  
to poor measurement?

A decorative graphic consisting of two curved, overlapping lines that sweep from the bottom left towards the top right. The upper line is a light grey color, and the lower line is a slightly darker shade of grey. They are positioned behind the text, adding a sense of motion and depth to the slide.

## Let Analytics Compass™ guide you to ever-greater return on investment

**Measuring your web marketing's performance can be like searching a glove compartment full of frayed maps. The information's there, but finding a path to your destination can be frustrating—and often misleading.**

And whether you're new to web analytics or overwhelmed by data that has you driving in circles, getting lost is the least of your worries. Consider that:

- » If you're not measuring performance, every investment is an assumption—which means you're probably wasting money and missing opportunities.
- » If you're focused on the wrong metrics—like traffic, hits and search rank instead of conversions relevant to your business objectives—you're likely making the wrong decisions.
- » If you're spending more on technology than expert interpretation, you're likely overwhelmed with data and underwhelmed with insight.
- » If your data isn't actionable—and packed with strategic recommendations for improved performance—it's probably paralyzing your internet marketing progress.

Measurement alone isn't enough—bad measurement is like an outdated map that leads you astray. And investing in internet marketing without measurement—or failing to measure the right performance indicators to create actionable insights—is like driving without directions. You might be moving, but you're never sure if you're moving closer to or further from your goals.

## Go beyond raw numbers and turn data into clear direction

Analytics Compass™, in conjunction with Google Analytics, is a suite of services that lets you:

- » Get perspective on your internet marketing performance—with comprehensive reporting that unpacks your data for actionable insights.
- » Track key conversion points that matter to your business—so you won't feel overwhelmed with numbers irrelevant to your sales funnel.
- » Have accurate, actionable measurements at your fingertips—so every decision you make is backed by data.
- » Measurably improve your return on investment—with data-driven strategic recommendations and implementation priorities.



## Get more from Google Analytics—with less effort

Like using a GPS, you get a clear course for improving your internet marketing. Analytics Compass™ comprises a comprehensive set of Google Analytics–related services including:

- Strategy** that connects your business objectives to the most important metrics for your bottom line—so you won't get distracted by the wrong signals.
- Installation** by expert, platform-agnostic Google Analytics–qualified professionals who ensure accurate and reliable measurement of key metrics defined in your strategy.
- Configuration** of customized accounts and profiles that organize metrics by your objectives and place them on your dashboard, saving you from pointless data detours.
- Interpretation** through comprehensive reports that mine your data for actionable insights and recommend strategic improvements—for the quickest route to guaranteed return on investment.
- Education** that empowers your team with analytics knowledge and skill while encouraging a culture of measurement and data-driven decision making in your organization.

## How does Analytics Compass™ work?

Many companies assume that installing analytics software and running monthly reports is enough—that measurement alone will help them meet their internet marketing objectives. But if you don't measure the right things—and convert those measurements to meaningful recommendations—you could be wasting money by driving in circles.

With Analytics Compass™, every step of your web analytics process is guided by Google Analytics–qualified consultants who:

- » Create specific measurement strategies based on interviews and an audit of your business and internet marketing objectives.
- » Professionally install the Google Analytics tracking code on your site—going beyond a simple copy and paste to ensure comprehensive, accurate measurement and reliable data.
- » Configure customized accounts and profiles so that key members of your staff see exactly what they need to make data-driven decisions.
- » Interpret your data and create regular reports that provide strategic recommendations and implementation priorities to optimize your internet marketing performance.
- » Educate your team members in web analytics best practices so your business derives the greatest benefit from a growing culture of measurement.

## Why use Google Analytics?

Analytics Compass™ is built around Google Analytics, a free, enterprise-class web analytics tool from Google that lets organizations:

- » Integrate, organize and centralize data pertaining to all internet marketing efforts, including search marketing, email campaigns, banner ads and offline advertising.
- » Create customized, department-specific reporting to ensure that the right data gets into the right hands.
- » Compare performance of key metrics to industry benchmarks.
- » Monitor desired actions and engagement thresholds by creating goals and goal funnels and assigning goal values to ensure return on investment.
- » Receive automatic alerts concerning sudden changes in data patterns.

And because it's free, it lets you save on analytics software and invest in the strategic interpretation you need to translate data into informed action.

## But is a free tool right for your organization?

According to a recent study conducted by Forrester Research, only 33% of enterprise-level organizations use paid analytics software. And among them, 66% would consider a free alternative. This means that the majority of enterprises are using Google Analytics and other free analytics tools to monitor their online performance.

But according to the same study, a staggering 52% of organizations who use either free or fee-based analytics tools use less than half of the capabilities their tools offer.

Which is why partnering with professional analysts—like the Google Analytics-qualified consultants behind Analytics Compass™—is key to converting your data into clear directions for your internet marketing objectives.

**Request a free consultation to learn more**

**Call 416.800.2463 or email [sales@communedia.com](mailto:sales@communedia.com) today**

