



WebAnalytics

Online Data & Measurement Gives You Powerful Insights to Help Reach Your Business Goals

Utilize Web Analytics and Turn Every Action You Make Online, Into a Profitable One.

Think of WSI's web analytics solutions as an opportunity to leverage a magical, all-seeing crystal ball. Yes, it sounds too good to be true, but it's a key digital solution that any marketing genius would tell you they NEVER leave home without! Leveraging specific data can – and will – help you discover the kind of details that just might transform your entire marketing strategy. Put simply, campaign metrics lift the blinders that often come with traditional marketing. Key web analytics allow you to see absolutely everything about your campaigns, online traffic and even your audience. Now, we're not saying we're psychic, but with these marketing analytics, we come pretty darn close!

WSI's approach to analytics operates on the belief that where your customers go, your analytics should follow. Our solutions will give you a full customer picture across websites, social sites, videos, ads, and even mobile devices. We employ world class tactics to make the most out of your measurement strategy:

- ▶ **360 Ad and Campaign Performance Analysis:** Discover how well your advertising dollars are actually working for you. Learn which ads work well, how well your audience responds, and which customers to target again.
- ▶ **Inclusive Analysis and Testing:** Learn how many people are on your site right now, what they're viewing and where they came from. Test web design and content variations and discover what brings the most conversions.
- ▶ **Comprehensive Site and In-Page Performance:** Track everything from clicks, to downloads, or video plays to understand how users interact with your site. Test page loading and performance operations to ensure the best possible customer experience for your visitors.
- ▶ **Cross-Device Measurement:** Multi-screens are the norm for today's consumers; discover the analytics beyond your website and connect offline conversions with online activity.

The data from your web analytics reports will help you better serve your existing customers, while winning you new ones. It empowers your team to:

- Detect and fix problems on your site or during your campaign before it's too late
- Identify which areas of improvement will have the biggest impact on sales
- Track performance over any given time and uncover patterns of success and fluctuations
- Get detailed insights into who's visiting your site, where they're located, what device they're using, why they're visiting and even why they left
- Minimize customers "bouncing" from your site to a competitor's site
- Convert traffic and boost conversion rates by pinpointing key barriers to purchase

Open Every Door and Seize Every Opportunity by Leveraging Web Analytics.

For more information on how to leverage web analytics for your business needs, contact our team now!



**Web Analytics is just one of the many ways
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Pay-Per-Click Advertising**
- ▶ **Social Media Marketing**
- ▶ **Marketing Automation**
- ▶ **Social Selling**
- ▶ **Content Marketing**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Search Engine Optimization**
- ▶ **Inbound Marketing**
- ▶ **Competitive Analysis**
- ▶ **eCommerce**

Contact us today so you can experience how we take digital marketing to the next level.