

***Are you wasting time using tools instead of finding opportunities for optimization?***

Based on our experience in the e-commerce industry, we have seen that once the analytics implementation is complete, managers ask the following questions to their Implementation Team:

- Does this data make sense?
- How does the analytics solution track different data elements, and what are the business rules associated with different reports?
- Why aren't the conversion numbers in sync with our reporting system?
- There are so many reports available - which are relevant for our Marketing, Merchandising, Content, E-Commerce and Executive teams?
- How do we read and interpret the reports and what actions should be taken based on the data?
- If we choose not to take action, are we throwing our money away?
- We don't have time to access the solution every day - how can we create usable dashboards that can be emailed every morning?
- What reports and metrics should be included in the executive dashboard?
- What direction should be given to an analyst so that he or she can use the tool wisely and provide actionable data?
- How to track new features on the site?

3TouchPoints' Analytics Support allows you to get the best out of your analytics implementation and give your team the confidence it needs to rely on the data to make intelligent, calculated decisions.

Our team members are expert in the most well-known analytics and A/B Testing solutions in the market, including Omniture SiteCatalyst, Test & Target, UNICA Net Insight, Coremetrics, Insight and Google Analytics.

Here are some of our support services that your organization can take advantage of:

- Design and implementation of actionable dashboards for your Marketing, Merchandising, E-Commerce and Executive teams.
- Assisting your team to define relevant, calculated metrics based on their departmental and organizational goals.
- Identifying the root causes for data inconsistencies and create an action plan for fixing them.
- Helping your technology team in version upgrade and integrations with 3rd party vendors, such as ad networks, email service providers, personalization engines, social networks, etc.
- How to handle common report usage questions via email and phone.

To learn more, please contact us.