

Technology Leaders



Driving Web Success

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Web Analytics Today:

Few Organizations are Succeeding

- Confusion over where to focus measurement
- Leading tools hard to use and have gaps
- Poor implementations are the norm
- Flawed tags and data collection
- Quantity of data is ahead of quality of data
- Lack of focused expertise
- . . .can this be fixed?

Technology Leaders:

Today's Analytics Solution for the Enterprise



- Focus 100% on WA since 2002
- Founder of WAA in 2004
- Hundreds of successful engagements
- Tool-Agnostic, Success-Focused
- Driving customer ROI with deep technology expertise
- Tagging Expertise
- Business Expertise

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Technology Leaders:

Management: Deep Industry Expertise

- Andrew Edwards--Managing Partner
 - Strategic Relationship Manager
 - Founder of TL
 - Founder of Web Analytics Association
- TK Kristiansen-VP, Customer Services
 - Consulting Practice Leader
 - Analytics Specialist since 2004
- Rand Schulman, Board Chairman

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Technology Leaders:

Expertise + Focus = Analytics Success



- Strategy
- KPI Definition
- Implementation
- Custom tagging
- Custom development
- Best-practices
- Standards and Governance
- Analysis and interpretation
- Training
- Retainer support

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Analytics in Practice:

Typical TL Engagement. . .

Working with the Enterprise to

- Develop KPIs
- Develop Tagging Strategy
- Guide Developers thru Tagging
- Configure Vendor Toolkits
- Perform Quality Assurance
- Deliver Documentation
- Deliver Knowledge Transfer

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TL Strategic Approach

Utilizing TL's own "e5o" methodology

eBusiness 5-step Optimization

- Sets Foundation for Success
- Repeatable Process
- Works for Any Organization
- Defines Key Roles and Responsibilities
- Defines Success Factors
- Enables Measurable Results
- (see next page)



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Analytics Strategy: e5o

eBusiness 5-step Optimization

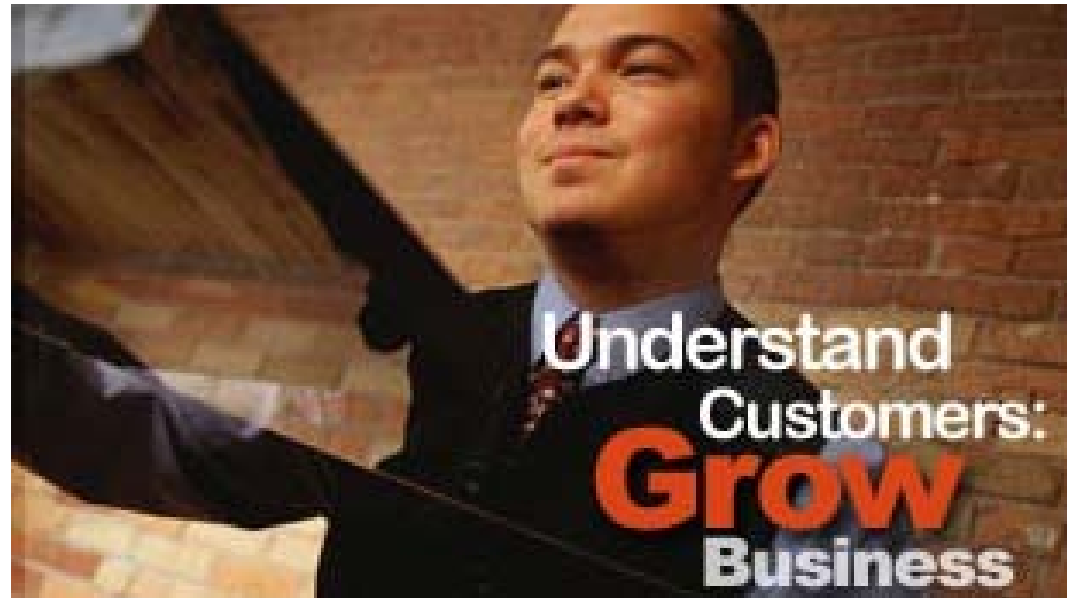


Activity	Deliverable	Benefit
Define Drivers	Set of goals and targets for web optimization project	Clear understanding of success factors for web site
Build Metrics	Create measurement criteria plus tool configuration	Gain critical insight into web performance
Plan Actions	Map of improvements, based on analytics	Targeted, achievable improvement goals
Create Changes	Development and delivery of actual improvements	A web site that responds to quantifiable critique
Measure Success	Evidence of improvement by percentage	Proof that the process resulted in. . .
		. . . Better Web ROI

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TL's Key Partnerships

- WebTrends
- Omniture
- Google Analytics
- ExactTarget
- Gomez
- TagMan



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Technology Leaders



- The world's most experienced web analytics consulting company
- Committed to making web analytics work for the enterprise
- Key partnerships across the analytics spectrum
- 100% focus on web analytics

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Thank You!

For additional information, please contact. . .

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