SUCCESS STORY

Extracting valuable, hidden competitive insights using
Google Page Analytics

Google Page Analytics were a good source of information for this e-commerce client, as it gave them the ability to derive intelligence and helped site development. The capability to drive traffic to a specific category was also much needed.

The problem they faced was the need for clearer information from website analytics.

The challenge

The client needed to identify:
- If the deals section of the site was garnering attention
- The source of traffic from a location perspective and from source site perspective
- If the traffic was concentrated more to a category or to specific products

The solution

BeetleRim sourced Google Analytics data through API calls and had well-defined ways to use this information across different dimensions. The Marketing team received the daily information and the same was stored in analytics databases to allow to periodic trend reviews.

Benefits

- Identified surprising sources of traffic
- Nurtured these sites for better traction
- Improved page layout and increased traffic

…and key value propositions

| Strong governance model | Improved efficiency and productivity | Time savings | Increased revenues | Enhanced customer delight |