



“ The challenge today is balancing multiple media channels and knowing how to leverage metrics to get the maximum ROI from your marketing campaigns. ”

AVINASH KAUSHIK, GOOGLE DIGITAL MARKETING EVANGELIST

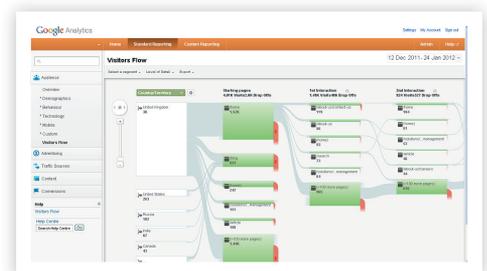
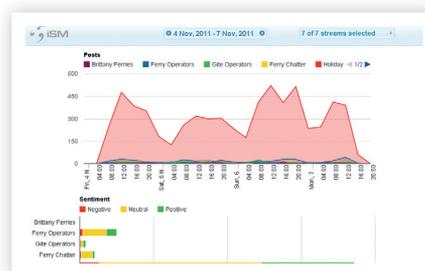
INSIGHT AT YOUR FINGERTIPS

Visitor activity on your website generates a lot of data and information, but making sense of it requires specialist knowledge and tools. With the right analytical software and skills in place, the data can shed light on how customers engage with your website, what they wanted to find but didn't, and how you can improve your conversion rates.

As your web presence expands beyond the core website to include digital marketing landing pages, mobile content and social media activity, you need a detailed view of which approaches deliver the best results. Analytics are critical to understanding how campaigns and activities are performing and where you should focus for maximum return on investment.

Top benefits

- ▶ Improve user journeys
- ▶ Track marketing campaigns
- ▶ Increase conversion rates
- ▶ Allocate budget effectively
- ▶ Serve customers better



Introducing GOSS Analytics

GOSS offers a powerful suite of analytics tools and services to help you to get the most value from your website. With GOSS Analytics you can examine how customers navigate and use the site, allowing you to make changes to improve their experience. You can also track the impact of your digital marketing campaigns and social media activity, so you can focus your efforts and budget on the tactics that work best.

Analytics data isn't always straightforward to interpret, especially for very large, high-traffic sites. GOSS has a team of qualified analytics specialists who can work with you to establish what the data means and what you can do to improve the effectiveness of your web strategy.

Key features

Core features of GOSS Analytics include:

- ▶ Powerful, intuitive analytics to track almost any aspect of your web activity, including visitors, conversions, referral sources, journeys and much more
- ▶ Marketing Dashboard to monitor the performance of digital marketing campaigns
- ▶ Team of qualified analytics specialists to help you define your strategy and interpret your data
- ▶ Analytics training to empower you to make decisions based on concrete data

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

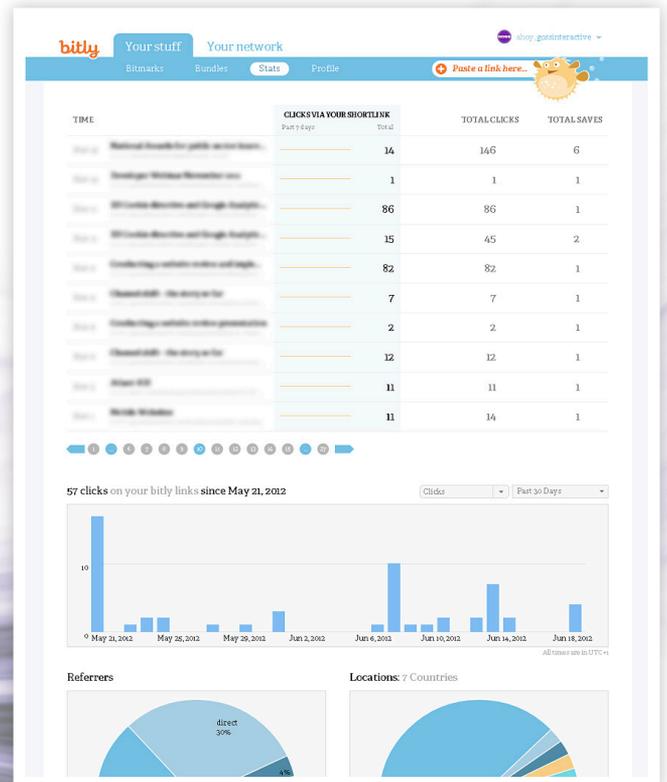
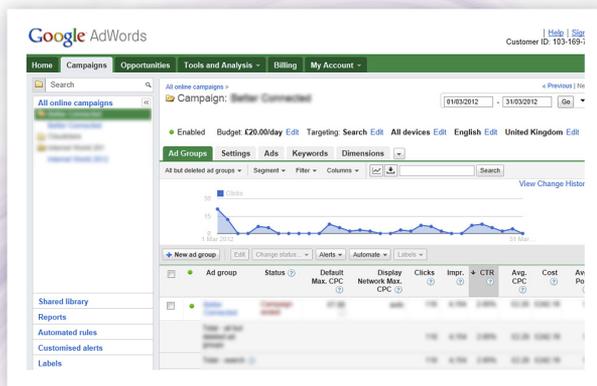
72%

OF MARKETERS AGREE THAT USING ANALYTICS TO MONITOR CAMPAIGNS IMPROVES BUDGET ALLOCATION AND ROI

(GOOGLE ANALYTICS & ECONSULTANCY, APR 2012)

“ I have demonstrated the new Analytics facility to several members of staff – they are really impressed and it is proving very useful. ”

PAUL RANDALL, APPLICATIONS SUPPORT OFFICER, TEWKESBURY BOROUGH COUNCIL



Get started today

GOSS Analytics is an invaluable tool for understanding user behaviour and continuously improving your web presence and activity. Contact us today to discover how you can get started.

W: www.gossinteractive.com, E: enquiries@gossinteractive.com, T: 0844 880 3637

Watch a video

See how your website can be intelligently monitored through analytics.



www.gossinteractive.com/analytics