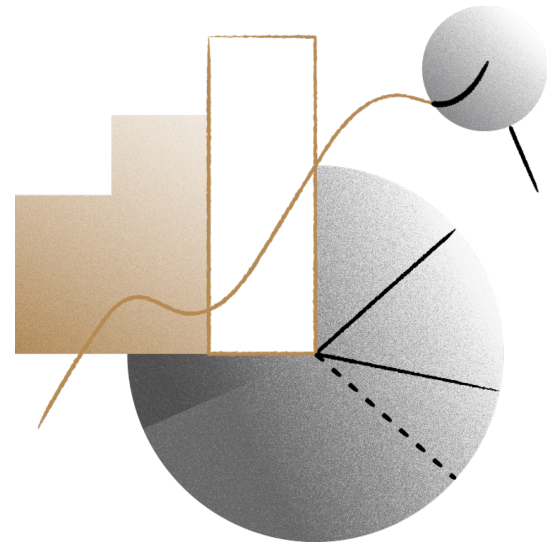




## Google Analytics Buyers Guide

Everything you should know about Digital Marketing Analytics Consulting at R\nd... without the marketing speak.



### We help translate data into decisions. We've also...

- Worked with Google Analytics, Tag Manager, Adobe, Segment, and Tealium, and more.
- Realized that the tool doesn't matter. It's how you use the data that matters.
- Learned that different stakeholders have different needs and different levels of understanding.
- Believe in flexibility. Sometimes you need lean and mean, other times you need slow and steady.
- Excelled at teaching, training, and just being there to answer the sometimes "silly" questions.
- Worked with large brands with hundreds of thousands of users - and websites with 0 traffic.
- Setup the usual configurations and tied in complex data layer and user defined variables.

### Our most popular services include (but are not limited to):

- **Setup, training, migration, and build out:** From the ground up or starting all over.
- **Reporting and Optimization:** for organizations that move fast, and need insights
- **Analytics Advisory Services:** Audits, reporting, and a team to simply be there.

### At the end of the day, why work with R\nd?

- We don't know everything. But we'll figure it out. Like everyone else.
- We're local - US time zones (CT and PT) and always available for quick phone calls.
- Our team consist of analyst, developers, and strategists. So we can handle almost anything.
- We're educators first (we've taught analytics programs at top-tier universities.)
- And most importantly... ours is the righteous way. Partnership over profit - every time.

Call Drew Prescott [\(903\) 830-0756](tel:9038300756) or email [drew@r-nd.com](mailto:drew@r-nd.com) or visit our [buyers guide](#).

