

A/B-Testing

We bring your tracking up to date and ensure reliable data.

[Find out more](#)

Why an update?

Data is at the heart of every marketing strategy. But new features often get lost in the shuffle of everyday life. With our experience, we can bring your **Google Analytics setup up to date** – so you can take advantage of every opportunity.

This is how we proceed

We will **review** your strategy and planned campaigns together, **analyze** your current tracking setup, and **provide specific recommendations**. In a two-hour appointment, we will present the update to you and tailor everything to your needs.

Requirements

If we already work together, we have access to your tools and can get started right away. If not, we recommend our **tracking audit** first.

What we look at

We optimize your tracking in Google Analytics. We add or clean up tags, structure data by category, and optimize evaluations in Data Studio for a clearer overview.

This is what the tracking update costs

- Per website subdomain: €1,500
- Per shop subdomain: €2,000
- Troubleshooting per hour: €150

This is what you get

- Up-to-date tracking & valid data
- Tangible optimizations including documentation
- Reliable data for informed marketing decision

Your contact person



Marouf Ali
marouf@netzstrategen.com