



## Tracking Monitoring

Thanks to tracking monitoring, you can keep a close eye on your tracking and prevent costly data gaps.

[netz.ly/trackingmonitoring](https://netz.ly/trackingmonitoring)

### Why monitoring is important

You can see exactly **where and how your customers are browsing online** in your marketing dashboards. You can use this data to reliably derive and determine further marketing measures. Unfortunately, common analysis tools do not automatically detect when data is not collected reliably. When errors are noticed, it is often late and when valuable information has already been lost.

### How monitoring works

You need to be able to rely on your tracking. That's why the analysis runs daily and immediately provides **all results via** Slack message, email and in a **clear dashboard**. We **keep an eye on** everything for your individual tracking and the **needs of your customers**. If we detect errors, we will come back to you with a solution. In most cases, they are quickly rectified and the deployment provides you with valuable information.

### How we solve the problem

Checking all data records manually would quickly exceed marketing budgets. That is why we have developed a tool that helps to find errors and thus save budgets. With the help of this tool and our experience in tracking, we keep a reliable eye on your data and ensure the quality of your data.

### It's so easy to get started

You give us access to your Google Analytics accounts and we set up the monitoring. Then you don't need to do anything else until we get in touch.

### This is the data in question

- Google Analytics
- Google Ads
- Google Ads Connection
- Google Search Console Connection
- Google Tag Manager
- E-Commerce Tracking
- Custom Event and Data Tracking

### What you get

- Ad hoc alerts for problems with your tracking
- Immediate correction of simple errors
- Suggested solutions for serious problems
- Reliable tracking data for your marketing decisions

### Your contact person



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