



## Tracking Update

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

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

### Why an update?

Strategically collected and processed data is at the heart of every marketing strategy. The possibilities are constantly being developed and updated with new functions. However, this tends to get lost in the daily work routine. With our many years of experience, we will bring your Google Analytics setup up to date so that you can **take advantage of all the opportunities** that Google Analytics offers.

### This is how we proceed

We already know the previous tracking and have access to it. We look at your marketing strategy and the planned campaigns together. We then review the current tracking setup and give you specific recommendations. We work closely with you to **adapt everything to your current needs**. We will present everything you need to know about the update in an appointment lasting around two hours.

### The requirements

If we are already working together, we already have access to your tracking tools and an insight into your further strategic planning. We will then get started immediately after your request and present the results to you in detail in a joint meeting. If we are not yet working together, we recommend our tracking audit first.

### What we look at

In Google Analytics we find ways to optimize your tracking, e.g.

- Tracking sales via e-commerce
- Cross domain tracking
- Exclusion of your own IPs
- Link, scroll and video tracking
- Custom event and data tracking

We **optimize the tags** by adding missing ones and deleting unnecessary ones. Or we **add categories** to divide data into areas. In the Data Studio, we **optimize the collected data sets**, add missing evaluations and create new displays for a better overview.

### What the tracking update costs

Per website sub-/domain 1.500,- EUR.  
Per store sub-/domain 2.000,- EUR.  
Error correction per hour 150,- EUR.

### What you will get

- up-to-date tracking and valid data
- tangible optimizations including documentation

### Your contact person



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