

EVOLVE

with an Analytics Audit

Build a Mature Analytics Practice

An audit of your core digital analytics platform is a logical first step towards improving your organization's analytics maturity, while establishing accuracy and trust in your data. With the right insights, you'll have a solid foundation for taking action on data-driven decisions.

Progress from Survival Mode to Strategic Planning

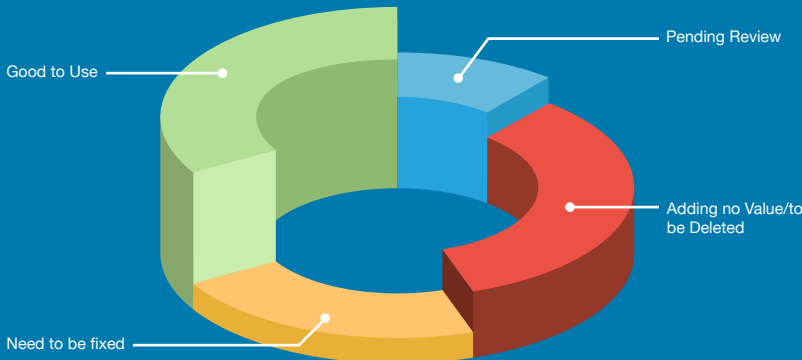
Blast is here to help your evolving organization define a measurement strategy that's customized for your specific business needs. We'll perform an [analytics audit](#) that not only documents your existing implementation, but offers impactful recommendations.

Blast has been a crucial partner in helping Lilly Pulitzer normalize and enhance our data in Google Analytics through our re-platform and analytics audit efforts this year. The team is highly knowledgeable in many areas and their responsiveness is top notch.

- **Melissa Frye**

Lilly Pulitzer

All Custom Variables



Strategic Planning

An ecommerce retailer was using a legacy implementation that had not evolved as their site was redesigned. By providing them with a roadmap to better track customer journey and conversion points throughout the cart process, they were able to identify and optimize any pain points within their conversion funnel.

Tool-Objective Expertise

Though Blast has official partnerships with Google and Adobe, our analysts have audited various tool implementations for clients such as Dow Jones, Weight Watchers, and Stanford University. Specific deliverables of the analytics audit include:



Digital Analytics Strategy



Digital Analytics Implementation Guide



Reporting Setup Review Document



Digital Data Layer Specification



Start Your Journey With Us

(888) 252-7866 | solutions@blastam.com | www.blastam.com