



# Marketing Analytics & Insights Package

DO YOU TRULY  
**UNDERSTAND** YOUR  
MARKETING STRATEGY?

Set your marketing up with success with tracking across Google and Meta with a custom dashboard around the **metrics that matter** to your organization. All so that you can make confident, data-driven decisions.

## PACKAGED PRICING:

**\$1,525 INITIAL SET UP + \$525 PER MONTH**

*Includes tracking implementation, custom dashboard, monthly reporting, analysis, and review meetings. 6-month minimum term.*

## WHAT YOU SEE IS WHAT YOU CAN ACT ON

Connect your website, search, and paid media data into one clear reporting framework. Instead of piecing together numbers from multiple tools, your team gets a single, reliable source of data. The result is better visibility, faster decision-making, and a clear understanding of which efforts are **driving meaningful results**.

### INITIAL SETUP & IMPLEMENTATION

- Implementation of Google Tag Manager, Google Analytics, Search Console, and Meta Business Suite for your website
- Strategy meeting to define goals, KPIs, and the reporting modules most important to your organization
- Custom dashboard built around agreed-upon modules
- Data quality checks to confirm tracking is accurate
- Virtual dashboard walkthrough

### ONGOING REPORTING & INSIGHTS

- Thorough analysis summarizing key trends, performance drivers, and areas of concern
- Actionable recommendations on how to adjust campaigns, budgets, or content
- One monthly meeting to review the report, answer questions, and align on further action
- Opportunity to request additional marketing support as needed (billed at our standard hourly rate)

## TO GET STARTED, REACH OUT TO US!

### PRIMARY CONTACT:

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