



3A: Analytics & automation audit

MODULE OUTLINE

In Triple-A module, we'll grade your analytics and automation engine based on over 50 criteria. 3A will be extremely useful if you're not 100% sure about the source of conversions or sales, do not know the exact user journeys, or have high cost per lead or sales. We'll point out specific things that should be improved, and help you figure out how to improve them.

Tracking check-up: pixels, custom conversions, goals, transactions

Review of audiences & exclusions

Data quality check-up: completeness, uniqueness, timeliness etc.

Data processing, GDPR compliance, and consent check-up

Review of scoring & attribution models

Review of the scope, depth and relevance of automations

Review of dashboards and reporting

Review of data pipelines

ESSENTIAL 1 WEEK



COMPLETE 2 WEEKS

