



Google Analytics

Review From A Customer



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From IT Central Station, the leading review site for enterprise technology solutions.

Review by a Real User

Verified by IT Central Station



Web Administrator at a retailer with 1,001-5,000 employees

it_user243900

VALUABLE FEATURES

Evaluating the efficiency of new media planning and digital marketing strategies. Acquiring important information about user behavior and demographics. Determining areas of improvement for the website and then fine tuning it.

IMPROVEMENTS TO MY ORGANIZATION

Studying user on-site behavior, we have adjusted our website content and thus increased visits, stay-on-site time, as well as page views.

ROOM FOR IMPROVEMENT

Data capture of the acquisition of users, as on a few occasions, it was unclear where we got traffic from.

USE OF SOLUTION

I've used it for five years.

DEPLOYMENT ISSUES

No issues encountered.

STABILITY ISSUES

No issues encountered.

SCALABILITY ISSUES

No issues encountered.



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CUSTOMER SERVICE AND TECHNICAL SUPPORT

Customer Service: I've never needed to contact customer service. Technical Support: I've never needed to contact tech support.

INITIAL SETUP

It's very straightforward and comes with excellent documentation.

IMPLEMENTATION TEAM

We implemented it in-house.

ROI

We have increased our visits, views, and average stay on site time, which has led to an increase in revenues, and better targeting of our digital marketing campaigns.

PRICING, SETUP COST AND LICENSING

There's no cost to Google analytics.

OTHER ADVICE

Make sure you know how you want Analytics to help you. Understand what you need it for and take time to study the Dashboard.

Learn more: [Read 3 reviews of Google Analytics](#)