FiveStones

Digital Maturity Solutions
Data Collection

fivestones.net

Google Marketing Platform
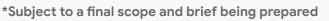Sales Partner

Data Collection

We provide full data onboarding and ongoing governance across data collection & governance platforms based on business requirements, to build, capture and manage high quality first-party data.

Who needs this?

- Organisations with Campaign Manager 360 or Google Analytics accounts looking for consultation or support in building effective data collection mechanisms

- Organisations looking to effectively manage and control the marketing tags across their digital assets

*What's included?

- Provide a full scale assessment of the current data collection mechanisms

- Gather and clarify Data Collection requirements and business goals

- Conduct platform audits of current setup

- Develop a measurement plan to fulfill the data collection goal

- Configure solution and put in place Implementation plan

- Provision of Implementation Guide for customer IT team to deploy the recommended setup

- Conduct QA and verification of solution

- Conduct ongoing measurement of marketing tags to ensure they are correctly firing

*Subject to a final scope and brief being prepared

FiveStones

Why work with FiveStones?

- Experienced Google Marketing Platform, media and data experts to develop a best in class data collection solution

- We use comprehensive data collection frameworks to enable actionable insights and to understand a full picture of the customer engagement

- We use proprietary toolkits to accurately and efficiently achieve business goals

- Effectively track your marketing tags ongoing with our data governance tools and processes

How can I get started?

To get started with a Data Collection project or using a data governance tool with FiveStones, please email us at info@fivestones.net

FiveStones