Google Analytics
Advanced Training by OX2

OX2 is a Google Analytics Authorized Consultant certified by Google.

Take advantage of OX2's expertise and discover what Google Analytics, Google's free Web Analytics solution, can do to help you measure & optimize your website's success!

Package contents

- 1 day training session with advanced insight into Google Analytics' features and reporting capabilities.
- Topics covered:
  - Implementation best practices.
  - Report usage and interpretation.
  - Commerce and campaign tracking.
  - Advanced tips and tricks.
- Extra training and follow-up support in the form of a credit of 2 hours with our ticketing system.
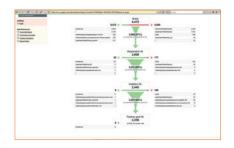
Companion packages

- Google Analytics Setup and Introduction package. **(recommended pre-requisite)**
- Google Optimizer Training package.
- Google Analytics packages custom tailored to suit your needs.

Contact

For packages, bundling and pricing information, contact Julien Coquet at julien.coquet@webanalytics.be or call +32 (0)2 213.42.54

More information

Visit our website at: www.webanalytics.be and discover how our unique expertise can help you in your Internet marketing journey.

WebAnalytics.be
A Business Unit of OX2

ox²
The Other Web Agency
www.ox2.be

W **a** **CORPORATE**

About Google Analytics

Google Anaytics is Google's Web Analytics based on the Urchin software solution.

Learn how visitors interact with your website and identify the navigational bottlenecks that keep them from completing your conversion goals. Find out how profitable your keywords are across search engines and campaigns. Pinpoint where your best customers come from and which markets are most profitable to you. Google Analytics gives you this and more through easy-to-understand visually enhanced reports, in English, French, Dutch and 10 more languages!
Google Analytics is free and comes with most of the features offered by major Web analytics solutions.

Get ready for some visitor segmentation, content tracking and full integration with Google's **AdWords** (Search Engine Acquisition) and **Optimizer** (multi-variable testing) programs.

About OX2

OX2 is an interactive agency based in Brussels, Belgium, with activities in Belgium, France, the Netherlands and the UK. With 6 full-time Web Analytics specialists, OX2 is your ideal European companion for your Web Analytics experience.

Our WebAnalytics.be business unit is the only Google Analytics Authorized Consultant in Belgium!
OX2 also publishes the eMarketing platform known as OniSystem, with built-in Web Analytics, multivariable testing, e-couponing, e-mailing, you name it! Visit www.onisystem.eu for more information.

>>> Contact us today and see what we have to offer!

Fax this back to us at +32 (0)2 534.87.73 or use our contact form at www.webanalytics.be

Contact OX2

Yes! I am interested in OX2's Google Analytics Advanced Training!

My company is:

My name is:

Phone: Fax:

Email:

Desired date: # of attendees (up to 8):

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