



"Time and money are your scarcest resources. You want to make sure you're allocating them in highest-impact areas. Data reveals impact, and with data, you can bring more science to your decisions." Matt Trifiro, CMO at Heroku

It's a dynamic world - more complex and full of uncertainty than ever. Today, organizations need to react quickly to changing demands from customers and scale effectively. Smartly leveraging data is what gears up successful enterprises to keep up with the change and thrive in this uncertain world.

82 percent of organizations now recognize Big Data as a significant source of value.

Data continues to proliferate at an exponential pace. Today, with advanced analytical tools, data about the user's journey can be tracked at a granular level. But it can get too overwhelming. Moreover, much like disconnected dots, data isn't useful unless translated into actionable insights. That's where our advanced analytics come into picture. Done right, data analytics can be the key to driving optimal strategy for every business, targeting consumers more effectively, generating more ROI with your current marketing efforts.

If you already realize that and doing something about it, you are ahead of 90% of the organizations that have not yet started analyzing their data.

Having mastered advanced analytics, we at isynbus.com help clients

like you to stay at the edge of information and leap past your competitors. We make your data more insightful and actionable, taking you closer to your business goals.

Done right, an in-depth analysis can help you gain a deep understanding of your site and your user's behavior. But what good is it if all that hard-extracted data fails to drive the conversions you want? Data

in itself means nothing unless it helps the business to understand the users' path from discovering your business to clicking on the buy button and improve their site experience.

39% of marketers say they can't turn their data into actionable insights. (Source: Kissmetrics)

Now when you know that there an alarming fraction of people not clicking where you want them to; your lead form is driving away potential leads; and there is some content that's making the users bounce off instantly, it's time you do something about it! Most businesses don't, missing out on lucrative opportunities of conversion. At VirtualEmployee.com, we go beyond a typical web analysis, covering the following:

Web analytics: We help you know your site's sales and conversion performance, identifying the areas of improvement.

A/B testing: Deploying A/B testing tools, vve help you discover which variations of your website works best for maximizing conversions.

User experience {UX}: Content, design, navigation, icons - we leave no stone unturned to bettering the user's journey on your site and enabling you to deliver a memorable and easy experience.

Website persuasion: Our marketing veterans make the best use of marketing and influence techniques to turn more of your visitors into quality leads.

How do you make sure that your website is performance-driven - taking you closer to your goals?

After all, a website is far more complex than social media where you can check the platform's performance simply by the number of likes, ratings and reviews. To evaluate site performance, you need to make the most of CRO

-while tracking your website's analytics, establishing goals, and monitoring the relevant KPIs.

Our parameter for success is not just driving more traffic to your website to increase sales. Rather, deploying the best practices of CRO and Web Analytics, we help you optimize your visitor's onsite experience, convert them into loyal customers and give you a competitive advantage.

Google Analytics

Google Analytics strategically bridges the gap between information and insights.

Knowing a decent deal of Google Analytics is imperative before you take a plunge into data. Having said that, 90% of web analytics success depends not as much on the tool as on who is using it - and how.

It's unfortunate that most businesses are sitting on a treasure trove of data - but fail to leverage it. The reason is simple. They are either not using Google Analytics at all or lack the expertise to use it the right way. It's hard for many to believe, but most people have no idea what Google Analytics can do for their

business. Google Analytics help you know your site better in terms of Getting a handle on these four pillars of analytics will help you answer most of your questions .

Google Tag Manager

If you are like most businesses, you'd probably heard it for the first time, wondering what it is and why you should use it. Google Tag Manager is a free tool that allows you to manage and deploy marketing tags on your site or app without writing or modifying a single line of code.

Yes, you heard it right. Google Tag Manager allows you to add, remove or edit tags all on your own - no developers required.

Simply put, it enables sharing of information between two data sources - your website and analytics. It's important to understand that Google Tag Manager and Google Analytics are independent products, used separately. But using the tools together makes both of them much more powerful.