

# Future-Proofing Analytics for an Award-Winning Australian Advertising Agency

**Client: Creative Agency in AU**

## EXECUTIVE SUMMARY

Our client is one of the leading independent agencies in Australia's digital product design and technology sector. They provide technical and creative services and function as an extension of their customers to build and deliver incredible digital experiences.

The company partnered with Flexi Digital Marketing to effectively deliver insightful results and aid them in further embracing the principles of human-centred design and agile delivery to better serve and meet the vision of their customers.

## ABOUT THE CLIENT

The client is a distinguished advertising agency based in New South Wales, Australia that has received recognition and awards for website and mobile application design and user experience (UX).

With over 50 digital experts on their team, they provide strategy, data, creative, and technological solutions. As such, they translate their customers' vision and then design and build these ideas into immersive digital experiences with well-built websites and mobile application products.



## CLIENT CHALLENGES

Their customer base continues to grow. Consequently, the same goes for the demand for the company's services. They aim to keep pace with the demands and better serve their existing customers.

The capabilities and skills of the company's internal staff are exemplary. However, the client needed to efficiently extract insights and information for marketing and future-proof the company's analytics properties.

## HOW FLEXI DIGITAL MARKETING HELPED THE CLIENT

Their team actively searched through reputable agencies for a high-calibre data analyst. Thereafter, they partnered with Flexi Digital Marketing, an offshore flexible marketing solutions agency that can help the company improve its marketing capabilities.

## OUR SOLUTIONS

From the get-go, the client sought for a first-rate data analyst to improve their marketing capabilities. Mainly migrating the company's Universal Analytics (UA) properties to Google Analytics 4 (GA4) properties.

April Joy Sun, an expert high-calibre data analyst, became a dedicated member of their team. Moreover, the marketing solutions she provided are as follows: Google Tag Manager (GTM) audit and setup, GA4 migration and approval, website testing and debugging, and Looker Studio Dashboards setup.



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Get a top-calibre team from our pool of top marketing talents and get consistent high-quality results on time with the best practices and Agile project management.

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## RESULT: A SEAMLESS ANALYTICS MIGRATION

The task of migrating properties from Google Universal Analytics (UA) to Google Analytics 4 (GA4) can be overwhelming, moreso for a one-woman team.

All things considered, April accomplished a seamless migration in around two (2) weeks. This included the initial auditing, proposing a new setup, getting approval, migrating, creating a dashboard, and finally testing and resolving all the issues that cropped up.

The client was very pleased with how it was meticulously carried out and accomplished in a timely manner.

“April is extremely diligent and manages all assigned tasks with professionalism and dedication. She is very reliable in the quality and efficacy of the outputs she produces, and extremely autonomous and dependable in delivering tasks and project outputs on time, every time,” shared a director of the Australian creative agency.

Currently, the client continues to actively collaborate with our expert data analyst. As a flexible marketing solutions agency, we can meet their future needs with a dedicated SEO specialist, PPC specialist, and more.