

# THE DATA YOU NEED TO MAKE SMARTER MARKETING DECISIONS.



## ASTRALCOM<sup>®</sup> METRICS AUTHORITY<sup>SM</sup>



**ASTRALCOM<sup>®</sup>**  
INTEGRATED MEDIA SERVICES

CONTENT STRATEGY | CONVERSION MARKETING | CUSTOMER ACQUISITION



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## INTEGRATED MEDIA SERVICES

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### PROGRAM DESCRIPTION:

METRICS AUTHORITY<sup>SM</sup> from ASTRALCOM ensures that all your digital marketing efforts are properly measured, tracked and attributed. From search, social, email, content marketing and more; with Metrics Authority, you'll make better, more-informed decisions and your marketing dollars will work smarter for you.



### HERE'S HOW THE METRICS AUTHORITY PROGRAM WORKS:

Our Google Analytics-certified professionals will setup your analytics program to measure the things that are important to you, including;

- **Install/Review proper tracking codes**
- **Create 5 goal funnel scenarios**
- **Create 3 custom dashboards**
- **Establish 2 filters, if needed**
- **Examine/Optimize tags & URLs**
- **Establish an attribution model**
- **Connect & track campaign efforts**
- **Ongoing metrics analysis & recommendations**
- **Monthly wrap-up report**

With solid metrics and keen data analysis, you'll be on the right path to smarter marketing and advertising.

### RATE SCHEDULE:

Choose Google Analytics Professional's at \$10K per month.

**OR**

Choose Google-Certified Metrics Authority pro's from ASTRALCOM for \$1,500 per month!



### HOW TO GET STARTED:

**CALL** 800.536.6637 **EMAIL** [sales@astralcom.com](mailto:sales@astralcom.com) **VISIT** [astralcom.com](http://astralcom.com)

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