



Easy Analytics, Reporting and Business Intelligence for Marketing Agencies

# Services Overview



# Primary Services

## Google Analytics 4 Deployment

- Professional Setup of GA4 and GTM
- Conversion Event Setup
- Understand Key User Behaviors and Engagement
- Tracking Plan Documentation
- **\$800 USD Per Website**

## Marketing Pixels + Server Side Tracking

- Deliver Optimized Campaigns to your clients
- Complete in a cookieless future with conversion events sent directly from server events
- Test and monitor event deliver to Facebook Ads and Google Ads Platforms
- **\$400 USD Per Ad Account**

## Looker Studio Dashboards

- Professional and Branded Reports for you or your clients
- 30+ Templates to Choose From
- PPC, SEO, Executive KPI, Email, and Many more
- **\$600 USD Per Dashboard**



# Advanced Analytics Services

## BigQuery Data Warehouse

- Centralized Data Warehouse for Advanced Analytics
- ETL Development and Connection to APIs
- Prepare data for modelling and Generative AI models
- Monitoring and GCP Cost Optimization
- **Starting at \$1,200 USD**

## Marketing Attribution Models

- Assess the value of each marketing channel and campaign
- Optimize ad budget and marketing activity
- Run structured experiments and live sessions to review results
- **Starting at \$2,000 USD**

## Data / AI Application Development

- Client Reporting Portals
- Embedded Application Analytics
- Generatives AI API Development
- **Contact for Quote**

## White Label Analytics Team

- Dedicated Head of Analytics
- Business Process Modelling / SWOT Analysis
- Monthly Strategic Review and Development Hours
- **Starting at \$4,000 / Month**

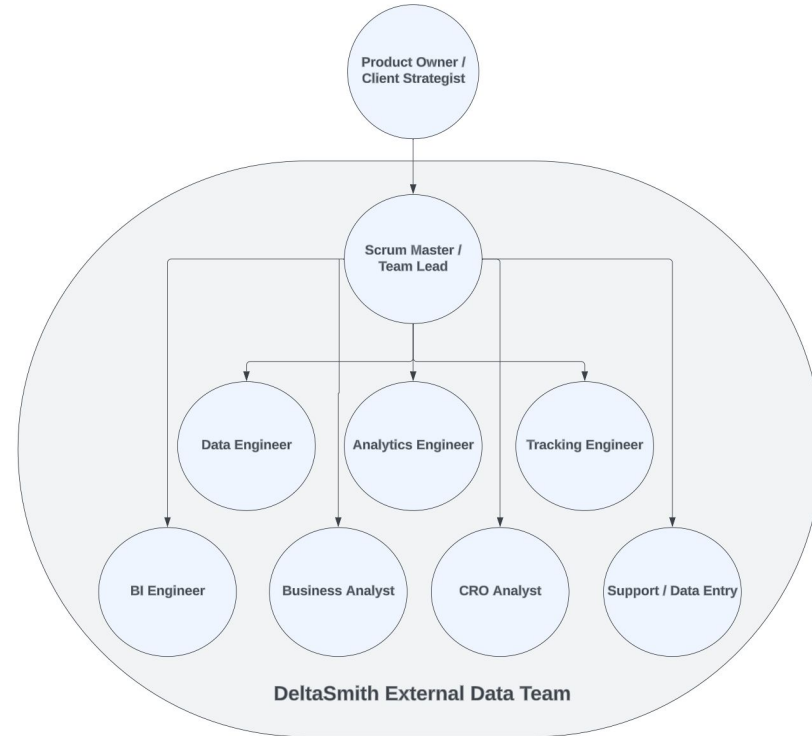
# Why DeltaSmith?

- We specialize in data solutions for **Marketing Agencies**
- Access to Full Team of Analytics, Engineers, and Generative AI Specialists
- Dedicated Account Manager for Ongoing Support
- Access to Looker Studio Reporting Template Library
- White-Label Services to Upsell to Agency Clients



# Why DeltaSmith?

- Data, Analytics and Generative AI are essential to be competitive in this era
- Hiring internally is **expensive, time consuming and high-risk**
- We provide easy access to the **full spectrum of skill sets** required to succeed in the new era of Generative AI for a fraction of cost compared to hiring internally



# Get Started

Questions? Want more details? Reach out with your needs and a dedicated analytics specialist will be in touch:

-  **Website:** [www.deltasmith.io](http://www.deltasmith.io)
-  **Email:** [contact@deltasmith.io](mailto:contact@deltasmith.io)
-  **Schedule Call:** [15 Minute Discovery Call](#)

