

# Web Data Audit

Gain trust in your data-driven decisions and actions



## WEB DATA AUDIT

# Achieving your goals starts with having the right, high-quality data.

The promise of data and analytics is infinite. It drives your customer experience, allows you to optimize messaging and product recommendations, and make key decisions such as marketing budget allocation and user journey optimization. But it can get messy, fast. The average enterprise has over 30 tools in their MarTech stack, often with their own siloed data, reporting, teams, and processes. Trying to bring it all together can lead to critical issues like over counting impressions, PII data violations, a lack of confidence in reporting and decisions, and less than optimal business results.

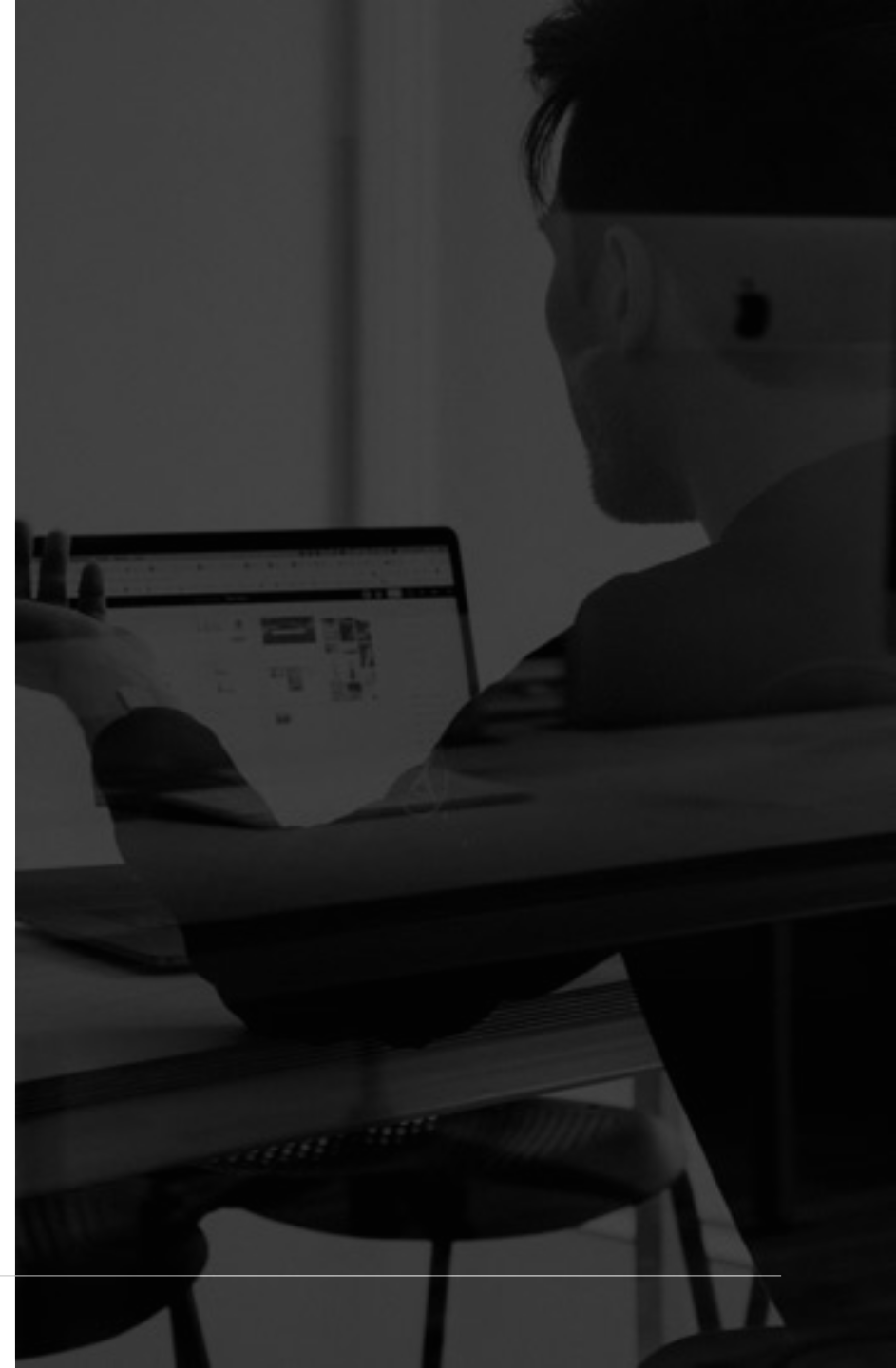
Get back on track with Concord Analytics web data audit to help identify **critical issues** and **short and long-term opportunities** that can **make a positive difference for your business.**



## WEB DATA AUDIT

# Why do it?

- Identify **data quality issues** that might impact your ability to track and attribute marketing and website conversion efforts back to sales and ROI.
- Identify **issues with PII, GDPR**, and other local regulatory requirements putting your company and analytics accounts at risk for fines and termination by Google.
- Confirm your data is in line with your **business goals and initiatives**.
- Identify **opportunities for cost-savings** by reducing server traffic and eliminating or consolidating tools.
- Prepare for a **cookieless future** by leveraging advanced predictive models allowing to personalize content and messaging with 3rd party data.



## WEB DATA AUDIT

# How it works

Concord uses a number of automated tools and processes to audit our clients Google Analytics/GTM and other web data accounts to ensure quality tracking, reporting, and compliance. We can also give you a sense of your readiness for future initiatives such as personalization inside a CDP, CRO/experimentation, and AI/ML.

### THE PROCESS & DELIVERABLE

- An NDA or MSA, if we don't already have one
- Admin access to your GA/GTM and web data accounts
- 60-minute introduction and stakeholder meeting to identify areas to audit and any known issues to diagnose
- 2 weeks to run the audit and prepare the findings
- A member of your analytics team to collaborate with and to provide account access
- 60-minute summary findings meeting with your team
- You'll leave the process with a **documented list of critical-to-recommended fixes and enhancements** to help re-gain trust in your data, decisions, and actions.



# Concord Overview



# Style *meets* Substance

With equal parts grit and finesse, we build flawless customer experiences backed by powerful data analytics and underwritten by strong IT foundations.

## What our clients say...

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- No BS. Just real people who do real work.
- Small enough to care, yet large enough to succeed.
- Unparalleled team integrity
- Jaw-dropping results that stand the test of time.
- The refinement of an agency, the grit of a startup, and the experience of an institution.

WHO DO WE HELP?

# We Elevate Your Customer's Experience

WE HELPED...



create a **loyalty program** that generated **29M** signups.



develop a **digital pathologist** that enabled **1 click** diagnoses.

**KOHL'S**

implement **Amazon returns** that increased store traffic by **24%**.

**intuit.**

implement **machine learning & AI** to eliminate **13%** in marketing labor costs.



conduct **app rationalization** that saved **\$400M** per year.



establish **lens & frame compatibility** that reduced returns by **18%** per year.

*Michaels*

integrate a **mobile app** that lifted conversions by **3x** in just 3 months.



HOW DO WE HELP?

# Common Problems We Solve

- Leveraging AI & Generative AI to increase ROI and Operational efficiencies
- Creating User-Centric Greenfield Applications
- Modernizing From Legacy
- Aligning Data & Systems Through Integration
- Driving Relevant Insight From Analytics
- Developing Effective Creative & Brand
- Architecting & Implementing Critical Commerce & Content Systems
- Maturing Information Security Capabilities





## WHAT DO WE DO?

# Delivering Business Outcomes

### ✓ **INTELLIGENT EXPERIENCES**

Beautiful designs that function. Consider it our sweet spot.

### ✓ **ACTIONABLE INSIGHTS**

Data that does not answer business questions is just noise.  
We build analytic insights you can actually use.

### ✓ **SCALABLE PLATFORMS**

Everything runs on platforms. We make yours sing whether we build them anew or integrate with legacy.

### ✓ **EFFICIENT OPERATIONS**

Time and money are precious assets. Let's use them wisely.

## OUR CAPABILITY AREAS

DIGITAL EXPERIENCES

ECOMMERCE

CONTENT MANAGEMENT

DIGITAL MARKETING & LOYALTY

ANALYTICS

ARTIFICIAL INTELLIGENCE

DATA MANAGEMENT

INTEGRATION

APPLICATION ENGINEERING

CLOUD PLATFORMS

INFORMATION SECURITY

# Accessibility Services

## ACCESSIBILITY AUDIT & ASSESSMENT

- Manual Website Testing
- Automated Scanning
- Document Review
- User Testing
- Mobile Testing
- Form Input Testing
- Multimedia Assessment
- Color Contrast Analysis
- Navigation & Site Structure
- Reporting
- Remediation Guidance
- Compliance Check & Validation

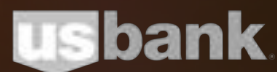
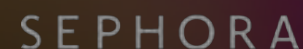
## DESIGN REMEDIATION

- User Interface (UI) Modifications
- Color & Contrast Adjustments
- Focus Indicators
- Responsive Design
- Text & Content Structure
- Navigation & Menus
- Forms & Error Messages
- Audio & Video Player Controls
- Consistency & Predictability

## ACCESSIBILITY CONSULTING

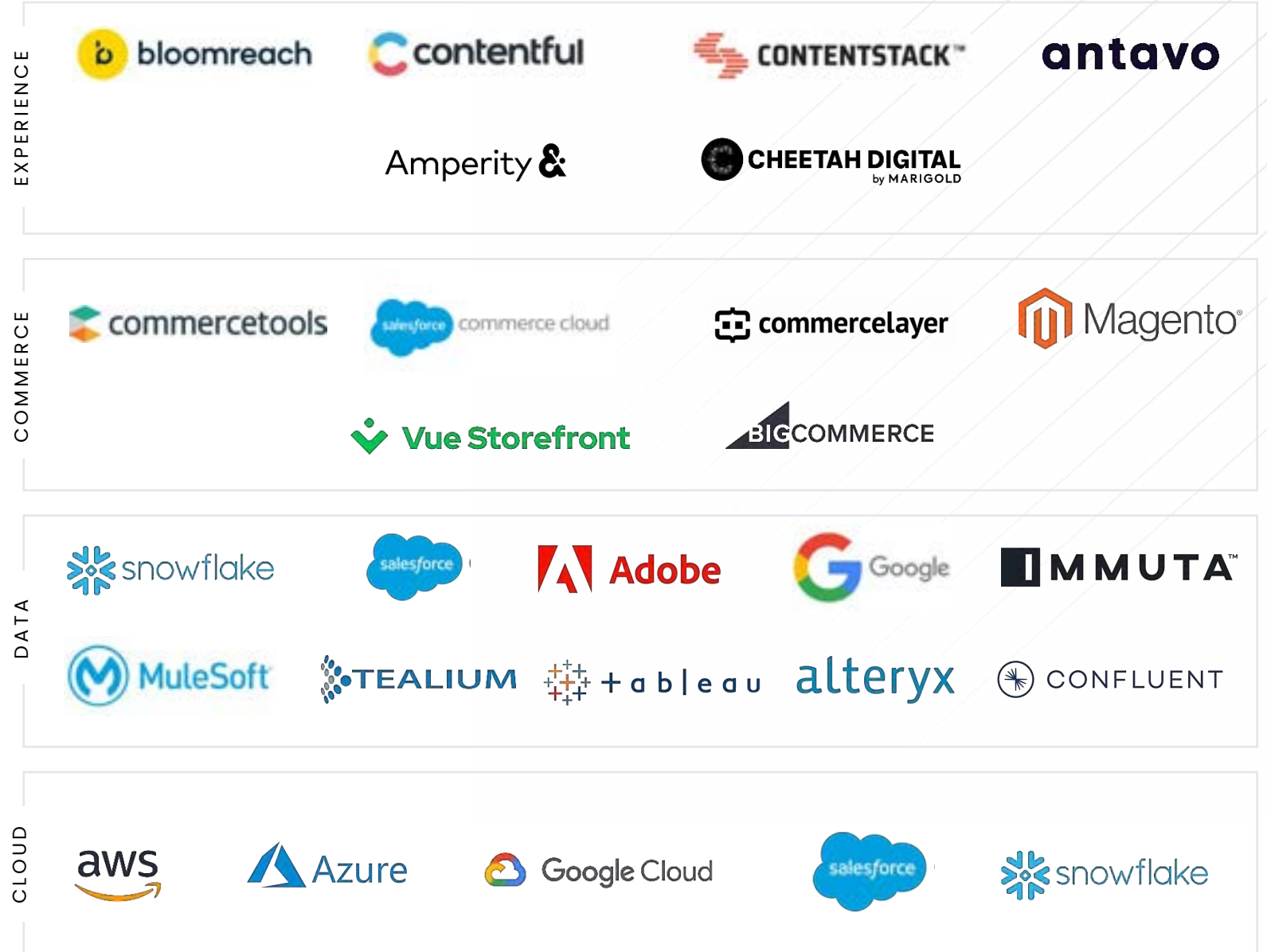
- Vision and Commitment.
- Leadership and Responsibility
- Accessibility Policy and Standards
- Compliance Assessment
- Accessibility Goals and Objectives
- Resource Allocation
- Training and Awareness
- Accessibility Testing and Evaluation
- Remediation and Improvement
- Design and Development Guidelines
- Accessibility Roadmap
- Accessibility Statement

## FEATURED CLIENTS



WHO ARE OUR PARTNERS?

# Technology Partners



WHERE DO WE WORK?

# Global Delivery

We **accelerate progress** by building best-in-class teams across the globe.



## US-BASED DELIVERY

Concord **and/or** Roche Technical and Project Leadership, Process Definition, Architecture, and Development



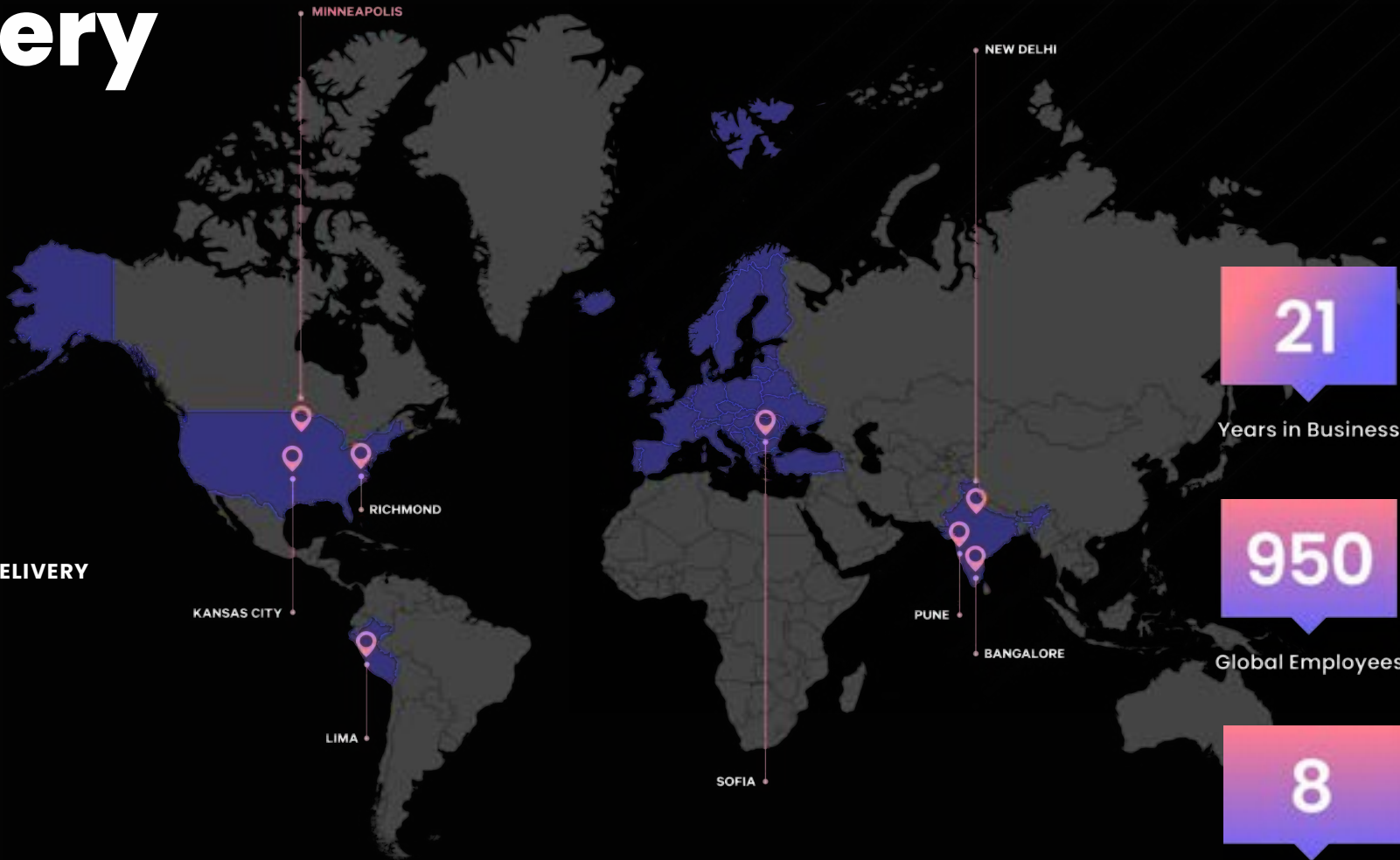
## OPTIMIZED WITH NEARSHORE & OFFSHORE DELIVERY



Additional Capacity for Development, Maintenance, Operations Support with



Integrated Technical Leadership



21

Years in Business

950

Global Employees

8

Office Locations

WHY CONCORD?

# We're Built Different

01

## End-to-End

We work across the full spectrum from design to development to operations.

03

## Style & Substance

Stuff that doesn't suck. What a nice change of pace!

05

## Good Humans

People get projects done.  
Luckily, we have the best people.

02

## Context, Depth, Breadth

We've been there before, so you don't start from scratch.

04

## Goldilocks-Sized

Right-sized delivery; not oversized drama.



# Thank You



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