

## **Google and Unilytics Form First Google Analytics Authorized Consultant Partnership in Toronto, Ontario to Expand the Ecosystem of Google Analytics and Related Services.**

**December 17, 2010 – TORONTO, ONTARIO** –Unilytics today announced a partnership with Google which will provide optimization service and support to Google Analytics customers. Unilytics is the first and only Google Analytics Authorized Consultant (GAAC) in Toronto, Ontario.

Under this agreement, Unilytics will provide Google Analytics service and support using its extensive experience in the web analytics consulting and optimization space. Unilytics has already supported Google Analytics customers for over two years, but this formal stamp of approval from Google signifies Unilytics' strong area of expertise in Google Analytics.

Unilytics' Google Analytics services include basic and advanced configuration and page tagging to determine success of Google AdWords and other PPC campaigns; system setup, configuration audits and best practices; creation of Key Performance Indicators based on business goals and objectives; and report interpretation for website optimization.

"Although Google Analytics is easy to install, it is often under configured" said Peder Enhorning, President, Unilytics. "Gaining real insight is only possible when goals and objectives are considered and they match reporting metrics. That takes effort, but we can help," continued Mr. Enhorning.

Google Analytics has become increasingly popular as functionality continues to increase and customers migrate more of their marketing efforts to the internet. But measuring the effectiveness of online campaigns and the success of web sites requires more than reporting on the number of page views accessed and number of visitors to a site. When properly configured, Google Analytics can provide insight and optimizing of web usage, including which marketing programs drive qualified visitors that convert, what site content and layout delivers optimal results and what changes need to be made.

### **About Unilytics**

Unilytics is a leading web optimization and analytics company, offering consulting, configuration and training to a growing client base of over 800 customers including leading firms in finance, technology, medical, CPG, communications and media sectors as well as all levels of government. Unilytics has developed proprietary technology to; enhance reporting for Microsoft SharePoint®; produce customized dashboards; and manage large log files.

While the company specializes in Webtrends, Omniture and Google Analytics, they also incorporate cross-channel data such as email marketing, CRM, customer service and phone support into data warehousing for a complete understanding of the customer experience.

Consulting services include web site optimization, web analytics customization and training and Key Performance Indicator (KPI) construction and analysis.

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