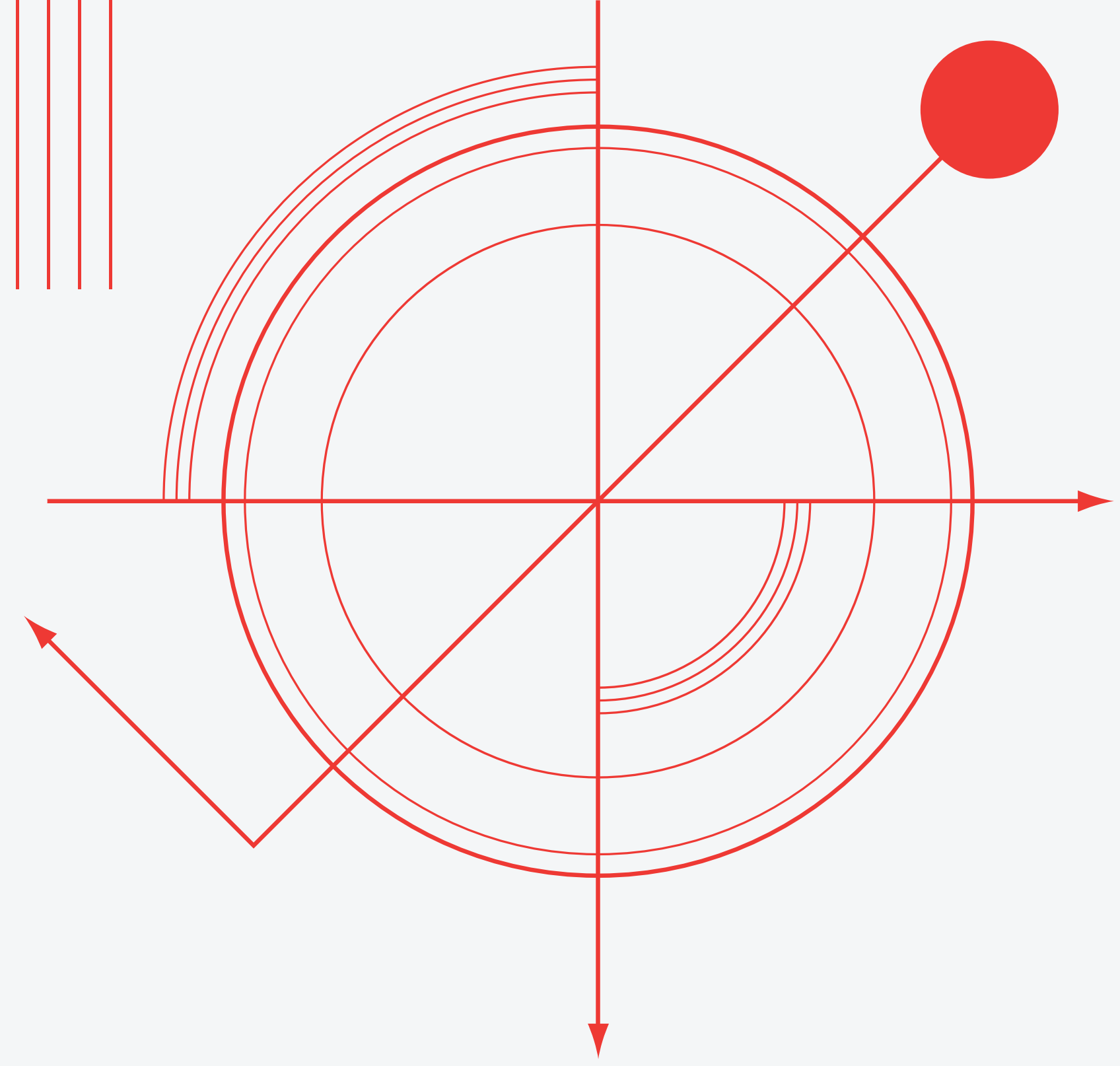




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7 Steps for Auditing an Analytics Implementation



1 Know the business's goals.

Align business goals for the year to current variables.

5 Build a plan of action.

Draw a road map that will show when issues will be resolved.

2 Fortify the audit foundation.

Perform an extensive check of existing audit foundations.

6 Run another audit.

Run a second audit to see if more adjustments need to be made.

3 Select an auditing platform.

We recommend and use ObservePoint's comprehensive analytics audit.

7 Reaudit every six months.

Reaudit the analytics implementation every six months.

4 Prioritize the audit results.

Turn issues the audit uncovered into a prioritized, actionable to-do list.

Get a free analytics implementation audit assessment.

Your analytics implementation can take you far in your journey to becoming a data-driven marketing organization. But if it's not functioning at full capacity, you could be leaving ROI behind. Get a free Axis41 analytics implementation audit assessment today, and learn how we can help.