

Web Analytics Capabilities

Move past *what*. Get to *why*.

We deploy web analytics programs for marketing teams that are behind the data curve and need to catch up.

Unlike ad hoc analyses, our systematic approach will empower you to trust the numbers, to count what counts, and to act immediately so that you can get up to speed on your data.

TRUST THE NUMBERS

Properly configured tracking tags enable true insights.

COUNT WHAT COUNTS

Our DM3 model matches KPIs to objectives, goals, and campaigns.

ACT IMMEDIATELY

Our reporting pinpoints high-impact improvement areas.

Turn data into insights and action. Our web analytics program will empower you to craft better strategies, plan better campaigns, and optimize your marketing.

Our Process

Audit We **audit** your account, properties, and views to ensure your administrative configuration sets you up for success.



Rapid Assessment We **assess** all 105 built-in reports and any custom reports to deliver high-impact recommendations upon which you can act immediately.



DM3 We **distill** your needs into objectives, goals, KPIs, and market segments to build a Digital Marketing Measurement Model aligned with your strategy.



Instrumentation We **configure** event tracking tags by working with your web development team to enable true insights.



Reporting We **deliver** right-time reports contextualized with annotations from your critical path to answer what happened and *why*.



Sean Power

Independent Marketing Communications Specialist

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About Sean Power

Sean Power is an independent marketing communications consultant focused on the health sector. Companies engage Sean when they need extended support for their core marketing communications team.

In this capacity, Sean has represented clients as Project Manager, Vice President of Social Engagement, Community Manager, Communications Specialist, Public Engagement Coordinator, and Marketing Coordinator.

Sean is regarded as an expert on digital marketing, social media, community management, and content marketing. He is a part-time instructor of Digital Marketing Foundations at [RED Academy](#) and has been published in marketing trade blogs such as [Content Marketing Institute](#) and elsewhere.

Sean is a coach with the [Community Innovation Lab](#), a Canadian nonprofit incubator dedicated to launching world-changing social enterprises. In 2017, he was selected as one of one thousand talents to be part of the inaugural cohort of [UNLEASH](#), a global innovation lab dedicated to achieving the United Nations Sustainable Development Goals. He is a contributor to [Thrive Global](#), a blog by Arianna Huffington focused on health.

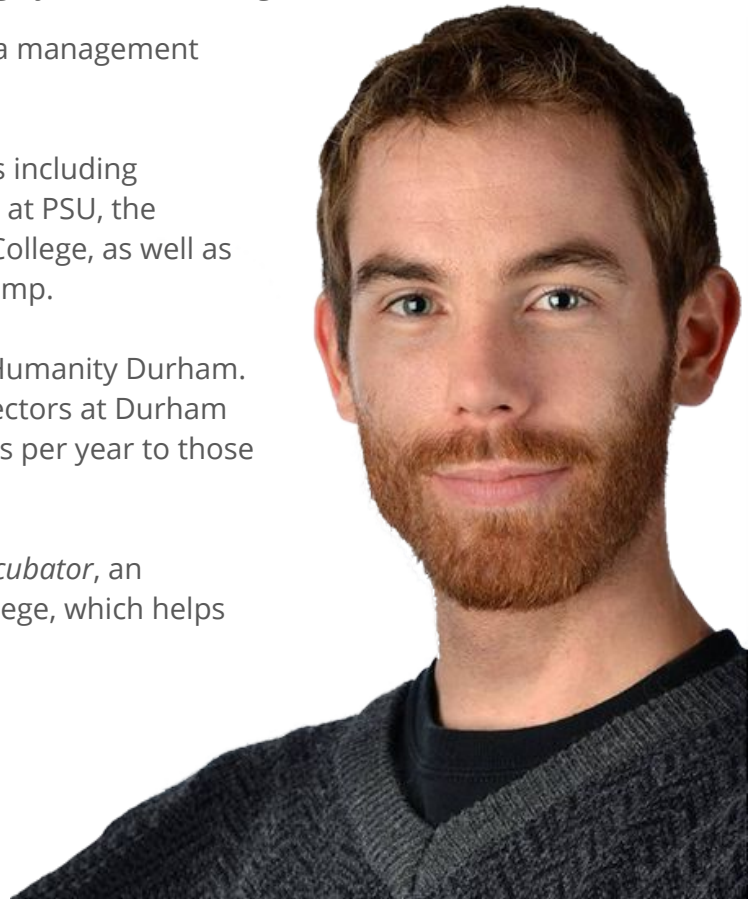
From 2012 to 2014, Sean co-founded and ran *Bansal & Power*, a management consultancy for startups.

Sean has been a guest speaker at higher education institutions including Pennsylvania State University (PSU), Smeal College of Business at PSU, the University of Toronto, George Brown College, and Centennial College, as well as other community events such as PodCamp and AccessibilityCamp.

Sean is the Vice Chair of the Board of Directors at Habitat for Humanity Durham. He previously served as the Vice President of the Board of Directors at Durham Outlook for the Needy, a soup kitchen that serves 50,000 meals per year to those in need in the east part of the Greater Toronto Area.

From 2013 to 2015, Sean was a Coach at the *HumberLaunch Incubator*, an extension of Humber Research and Innovation at Humber College, which helps students launch startups.

Sean holds a B.A. (Distinction) in History with a minor in English from the University of Western Ontario in London, Canada, and a Graduate Certificate (Hons.) in Marketing Management from Humber College in Toronto, Canada.



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