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Alight Analytics Selected To Become A Google Analytics Certified Partner

KANSAS CITY, MO – Alight Analytics, a leading marketing analytics firm, today announced it is entering into a strategic agreement with Google to become a Google Analytics™ Certified Partner (GACP).

Clients working with Alight Analytics receive professional analytics implementation and consulting services for Google Analytics, a free, enterprise-class online measurement tool. Businesses of all sizes can work with a Certified Partner to receive professional help with training, implementation, and consulting services to make their websites and ad campaigns more effective. GACPs are carefully vetted by Google and meet rigorous qualification standards. For more information, visit <http://www.google.com/analytics/partners.html>.

“We are excited to become part of the GACP program. Since 2007 we’ve been helping our clients get the maximum value out of their digital efforts with Google Analytics,” said Matt Hertig, Alight Analytics Co-Founder, “we are pleased to have Google validate our expertise and bring us into the program.”

Alight Analytics helps clients make smarter marketing decisions by improving the way organizations leverage marketing analytics data. Our deep web analytics expertise paired with strategic sales and marketing knowledge provides insightful multi-channel marketing analysis to our clients. Alight Analytics’ talented team leverages best-in-class technology to deliver customized marketing performance reporting and actionable insights. Alight works alongside clients to develop marketing measurement tracking strategies, implement robust web analytics solutions and develop customized reporting dashboards that enable clients to facilitate data-driven marketing decisions.

“Google is really supporting Google Analytics by introducing innovative features like multi-channel attribution, social plugin analytics and flow visualization,” said Michelle Jacobs, Alight Analytics Co-Founder, “our clients are really able to understand and improve their ROI through the use of our full-service marketing analytics solution combined with Google Analytics.”

It is important to invest your web analytics budget where you'll get the greatest return. Hiring or contracting the right people for the job is one of the most cost-effective investments you can make. Whether you have an established in-house team or are just getting started, Alight Analytics can give you the advantage of their years of web analytics experience.

About Google Analytics:

Google Analytics is the free, enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. With features that are powerful, flexible and easy-to-use, companies large and small can analyze their traffic data in order to create more effective marketing initiatives and optimized websites. For more information, visit www.google.com/analytics.

About Alight Analytics:

Alight Analytics (www.alightanalytics.com) is a leading marketing analytics firm for global brands and top advertising agencies. Alight Analytics helps our clients make smarter marketing decisions by improving the way organizations leverage marketing analytics data. Our deep web analytics expertise paired with strategic sales and marketing knowledge provides insightful multi-channel marketing analysis to our clients. Alight Analytics’ talented team leverages best-in-class technology to deliver customized marketing performance reporting and actionable insights. Established in 2007, Alight Analytics is the analytics agency of record for recognized brands such as Formica, Hills Pet Nutrition, AMC Theatres, Blue Rhino, University of Kansas Hospital, and more.