

Tracking systems

Tracking of the user behaviour on your website is the essential basis to optimize your e-business.

We set up the necessary statistical systems in order to track the users' general behaviour and purchasing behaviour. This collected data is then used to optimize the website.

The tracking systems are set up to track all success criteria's defined in the strategy and business plan.

What you get:

- Setting up of:
 - Indextools
 - CrazyEgg
 - Google Analytics
- Hosting of all tracking data for 12 months
- Monthly reporting on your tailored KPI's
- Implementation of tracking- and actionscripts
- Setting up tracking funnel in payment flow etc.
- Test of tracking systems and set up

Your advantages:

- Choose the right tracking systems from the start
- Optimize and sell more from concrete knowledge
- Know your customers and users' actions from when we launch and forward
- Get control of your ROI from day to day
- Get daily reporting on your vital KPI's

[Contact Inflow](#) and find out more.