

Google Analytics 4 Consulting, Implementation and Training

Bringing the future forward.

We accelerate how organisations use digital, data and AI.

There's no one-size-fits-all solution to any problem. Drawing upon our varied expertise, we tailor our teams to ensure the right questions are asked and the right decisions are made. With flexibility and cross-pollination of expertise, we deliver scalable, end-to-end services, platforms and user experiences.



Storm ID is ISO 9001, ISO 13485, ISO 22301 and ISO 27001 certified. We take quality, business continuity, security and privacy extremely seriously, with robust systems and processes in place to protect the information that we control and process, and to keep delivering critical services even in the face of disruption..



Our services

We research, design and develop platforms, products and services. Providing seamless, end-to-end delivery that means what we build has real, transformative impact on clients and their users. We do this through expertise in 4 key areas.

Strategy

Our teams work collaboratively with clients to really drill down to what's needed to help both clients and users alike. We recommend actionable, pragmatic steps to move effortlessly forward.

Technology

No matter how complex the service requirements, we develop reliable and accessible digital solutions. Working in a joined-up way with user-centred design and business analysis.

Design

The best digital experiences are user-centred. User research informs and validates our decisions about content and interaction design. We prototype and test, in person and remotely, early and often.

Data and AI

Combining abilities in data science, analysis, architecture and engineering, we transform how organisations use their data. Reshaping how people access, manage and act on data and insights.

What makes us different

It's not just about what we deliver. It's how we deliver long-lasting, data-driven, user-centred change, that makes us special.

Seamless connections

There are no hard divisions between our teams. We take projects seamlessly from discovery to design to delivery.

Digital + data

Digital and data should never be considered separately. We create digital services that serve and integrate data in intelligent ways.

Scalable but flexible

Large-scale, complex problems are our bread and butter. We work at speed but with flexibility, agility and tailored delivery models.

Properly positive impact

Impact should always be positive. We want to make a meaningful difference to our clients, their users, our people and on society.

National reach, local heritage

We work across the UK, having built on our Edinburgh base and heritage. With clients and staff across the country, we're perfectly positioned for UK-wide impact.

Edinburgh is one of the UK's leading cities for innovation, whilst offering lower overheads than those of London-based consultancies. It means we can offer national reach, with both the clients we work with and the talent we can attract.

Our unique position means we can deliver both local citizen-led design and far-reaching transformation to international aid data. We're also bringing in the next generation of brilliant minds through our links with local universities.



Google Analytics 4 Consulting, Implementation and Training

Our performance analytics consultants specialise in consulting, implementation and training in Google Analytics 4. We create performance measurement frameworks to help you improve your digital services, set up tracking and data visualisation in Looker Studio or PowerBI, support or manage GA4, and train you to use the platform effectively.

Features

- Google Analytics strategy based on business goals and user needs
- Audit, configuration and customisation of GA4 platform
- Configuration of Google Tag Manager
- Alignment with GDPR and PECR requirements and cookie consent
- Customisation of advanced tracking features
- Audit cookie usage and cookie policy for compliance with GDPR
- Creation of advanced data visualisations in Looker Studio
- GA4, GTM and Looker Studio training
- GA4 managed support with periodic tracking health checks
- Integration with other tools such as Power BI

Benefits

- Measure digital take-up, completion rates, etc
- Improve digital service performance through data
- Optimise allocation of marketing spend and improve ROI
- Align digital analytics strategy with business goals
- Ensure compliance with data security requirements and regulations
- Access trustworthy GA4 expertise and experience
- Gain deeper insight into user behaviour and experience
- Learn how to use Google Analytics 4 tools and features
- Ensure data accuracy and reliability with best practices

Data security, continuity and support

Data backup and restore

Our Cloud Infrastructure Team will work to design a customised, secure backup strategy tailored to each client’s needs. We offer reliable backups across multiple, geographically separated datacenters, ensuring robust disaster recovery capabilities. To initiate a data restoration, clients contact their Storm ID Client Partner or can reach out directly to our Cloud Infrastructure Team.

Business Continuity and Disaster Recovery

Our comprehensive Business Continuity Management System (BCMS) proactively addresses diverse potential disruptions, including pandemics, severe weather, loss of facilities, IT failures, security incidents and more. Our BCMS outlines detailed procedures for rapid response, ensuring the timely recovery of critical services and operations. Recovery plans are rigorously tested and updated annually to ensure compliance with our BCMS policy.

Exit plan

Ahead of the end of a contract, Storm ID will provide an exit plan to support contract end or transition to an alternative supplier. The exit plan aims to facilitate a smooth, effective transition of services, ensuring minimum disruption of any ongoing delivery and efficient completion of all agreed obligations. A Storm ID Delivery Manager is appointed to support the transition, creating a risk log for the exit/transition project.

Data security, continuity
and support

Managed services

Storm ID has a dedicated support team, equipped to deliver a highly proactive and responsive managed service, which our clients can rely on to ensure the continuous operation of their applications. We deliver continuous support and maintenance through proactive improvements, monitoring and a dedicated helpdesk.

Service Level Agreement

A Service Level Agreement will be shared with the client outlining support services to be provided along with key details including service guarantees, support availability, response expectations, problem escalation, performance metrics and reporting. Our standard support service is available Monday to Friday during business hours.

After sales support

Clients have access to a named Storm ID Client Partner. The Client Partner is the primary point of contact for any questions, assistance in maximising the value of our services, looking at the operation of the live service to identify where there are opportunities for continual improvement and addressing any concerns that may arise. They will proactively work with clients to ensure they're getting the most from our partnership.

stormid

Get in touch
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Give us a call or pay us a visit
Call 0131 561 1250

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