

G-Cloud 15



Performance Monitoring and Analytics

reading room

Our approach.

We dive into every project with an open mind, always **questioning the status quo** to find the best solution.

Our team **collaborates closely** - internally and with clients - ensuring every idea and strategy is refined to meet your needs. We pride ourselves on our independence, enabling us to remain agile and focused on delivering the **best outcomes** for you.



Curiosity



Collaboration



Independence





Why we exist.

At Reading Room, we believe in the transformative power of technology. We exist to help businesses **unlock their potential** by creating digital solutions that make a lasting impact.

We are driven by the idea that technology is not just a tool, but a means to **elevate your business**, engage your audience, and create meaningful experiences.

Our work goes beyond just completing projects - it's about **creating outcomes that last**, pushing boundaries, and solving real challenges with creativity and innovation.

Stacks of digital know how.

With a strong presence in London, Bristol, and the North West, Reading Room combines local insight with **nationwide expertise** to deliver exceptional digital solutions.

20+

years in business

100

digital specialists

200

loyal clients

4

offices worldwide



A few of our clients.



Why Reading Room?

These successes showcase our ability to integrate strategy, design, build, and marketing to **achieve lasting outcomes.**

The Royal Warrant.

The Royal warrant is a symbol of quality, excellence and a long-standing relationship.

We are extremely proud to recently join this exclusive club of suppliers as holders of the Royal warrant.



By Appointment to
His Majesty The King
Supplier of Website Development and Management Services
Reading Room Digital Limited
London

Ticks of approval.

We're nimble when it counts but also recognise the importance of security & compliance. Others recognise us too and we're approved by:



Crown
Commercial
Service
Supplier



Certifications.

We're nimble when it counts but also recognise the importance of security & compliance.

Others recognise us too and we're approved by:



Performance Monitoring and Analytics

Service Description

Reading Room site performance and analytics consultancy services are designed to support organisations in strategic management of marketing performance data, with a view to improve decision making through better business intelligence. We deliver cloud-based performance monitoring solutions, using industry leading software, giving you a personalised online dashboard so you have access 24x7, as well as producing regular performance and insight reports.

This starts with building a deep understanding of a client's organisation, their customers/clients and visitors and then applying this knowledge to creatively and accurately create reporting.

Our team of digital analysts are experienced with many of the most popular cloud platforms, including the Google marketing suite (Google Analytics, Google

Data Studio, Google Tag Manager, Google Data Studio, etc.) and well as other third-party suites, such as Adobe Omniture, and AW Cloud.

Performance Monitoring and Analytics

Site & Digital Analytics

- Setting up reporting suites and tracking systems for all digital channels
- Understanding and developing KPIs based on wider business objectives
- Setting up event and goal tracking for specific conversion points (Google Analytics)
- Google Tag Manager set up, integration and improvement
- Remediating tracking issues or anomalies
- Improving reporting accuracy through upgrading reporting frameworks and campaign tracking

Reporting

- KPI reporting: against targets, benchmarks or other business metrics
- In-depth monthly/quarterly reviews of digital channel results
- Setting up ongoing automated and manual reporting
- Creating interactive reports and a performance dashboard in Google Data Studio
- In-house team of experienced digital analysts.

Service Management

We are experienced at delivering services using our unique project process that allows us to deliver projects to tight deadlines without compromising on quality.

Availability of Trial Service

We would be pleased to discuss your requirement and the possibility of trial services in more detail

Performance Monitoring and Analytics

Outcomes and benefits

- Reliable, accurate reporting to better inform business decisions and marketing spends/activity
- Ensure ROI for marketing activities
- Flexibility: reporting can be set up by our team and managed on an ongoing basis by your internal team(s)

Service Levels

- Align services with user needs and business goals
- Maximise ROI on your cloud-based service delivery
- Achieve channel-shift to digital services, reducing cost of delivery
- Scalable cloud-based services to cope with changing levels of demand.
- WCAG 2.1 Accessibility standard compliance
- Conforms to GDS Service Design Standard and service assessments
- Support, training and skills transfer for your service delivery team
- ISO27001 certified & Cyber Essentials Plus certified

Training

- We're happy to discuss your current setup and needs so that we can onboard your existing sites and services efficiently. This could include content and code reviews

Customer Responsibilities

We will agree specific client responsibilities for individual projects. In terms of generic client responsibilities, we'll need to be given access to the data that feeds our analytics systems. Apart from that all that we ask is that you review or test what we have delivered thoroughly to ensure you are completely satisfied.

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Start your digital transformation today