

Digital Marketing and Channel Performance Audits

Service Definition

1. Service overview

Digital Marketing and Channel Performance Audits is an advisory service that provides an objective assessment of digital marketing channels and performance. It supports public sector organisations that need evidence-based insight into channel effectiveness, data quality and measurement approaches to inform decisions, prioritisation and future improvements.

2. How the service works

The service is delivered as a structured, time-boxed audit based on agreed objectives and scope.

Typical delivery activities include:

- Onboarding to confirm audit scope, objectives and success measures
- Identification and review of active digital marketing channels
- Inventory of digital touchpoints and supporting platforms
- Review of performance data and reporting outputs
- Assessment of analytics setup, tracking and measurement approaches
- Review of user journeys and conversion funnels
- Assessment of data quality, completeness and consistency
- Comparison of performance against agreed benchmarks or targets
- Identification of issues, risks and dependencies
- Documentation of findings and prioritised recommendations

The buyer provides access to relevant data, tools and stakeholders. Delivery is typically remote.



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3. Skills and experience

The service is delivered by practitioners with experience in digital marketing analysis, performance measurement and analytics.

Roles typically involved include:

- Delivery or project manager
- Digital analyst
- Digital Marketing or channel specialist
- UX or journey analyst

The team applies established audit, analysis and reporting techniques suitable for public sector digital channels.

4. Relevant experience

The supplier has the ability to deliver digital marketing and performance audit activities for public sector and regulated organisations.

Typical examples include:

- Channel performance reviews to support optimisation planning
- Audits of analytics and measurement approaches
- Reviews of user journeys across multiple digital channels

Providing a clearer understanding of performance drivers and evidence-based recommendations for improvement.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm scope, timelines, stakeholders and data access requirements. The buyer provides access to analytics platforms, reporting tools and relevant documentation.

Offboarding

At completion, all findings, analysis outputs and recommendations are provided to the buyer in an agreed format. A close-out session is held to review findings and clarify next steps.

6. Service constraints

The service is advisory only and does not include campaign delivery, implementation or ongoing optimisation. Findings depend on the quality, completeness and availability of data provided by the buyer and third parties. The audit reflects performance at the time of review and may need updating if channels, objectives or data sources change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, progress reporting and communication. Regular check-ins are used to confirm progress and validate findings. Issues and risks related to data access or dependencies are escalated as required. Ongoing support after delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to analytics platforms, marketing tools, reporting dashboards and relevant documentation. No specialist buyer-provided technical infrastructure is required beyond agreed access arrangements.

9. Hosting, data and security

The service does not include hosting or operation of systems. Buyer-provided data is used solely for the purposes of delivering the audit and handled in line with agreed confidentiality and security requirements. No long-term data storage is required.

10. Exit, data return and deletion

At the end of the service, all buyer-owned data and materials are returned as part of the agreed outputs. Any copies held for delivery purposes are deleted in line with agreed



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confidentiality arrangements. No ongoing access or transition support is provided beyond the close-out activities.



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