



# **Precision Ad Performance Analytics Consulting**

**G Cloud 15 - LOT2B**

# 1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

## 2. Insight for the Public Sector

### Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

### Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

## **Our Approach: Consulting, Lifecycle, & Managed Services**

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

## 3. Services

### Service Name

Precision Ad Performance Analytics Consulting

### Service Description

Expert consulting to design, implement, and optimise advertising measurement frameworks for enterprises seeking data-driven marketing ROI and audience insights.

### Features

- End-to-end advertising analytics framework design and deployment
- Custom KPI mapping aligned with campaign objectives
- Integration of multichannel data sources for unified insights
- Real-time dashboard setup for visibility and decision making
- Advanced attribution modelling and incrementality analysis
- Data quality audit and cleansing for accurate reporting
- ROI benchmarking against industry standards
- Workshops for upskilling marketing teams in analytics tools
- Automated reporting and alerting on campaign performance
- Strategic recommendations for ongoing optimisation and growth

### Benefits

- Gain a single source of truth for advertising effectiveness
- Improve campaign spend efficiency with actionable insights
- Accelerate time-to-value from marketing data investments
- Empower teams with skills to interpret and leverage data
- Increase ROI through granular performance optimisation
- Enhance executive confidence in marketing strategies
- Eliminate data silos and manual reporting bottlenecks
- Benchmark campaigns against industry-leading practices
- Automate repetitive analysis for faster decision cycles
- Support data-driven culture adoption across marketing functions

## Constraints

Requires access to advertising platforms, CRM, and relevant marketing data sources.

## CONTACT US

For more information, please contact your Insight Account Manager.

Tel: 0344 846 3333

Email: [pstenderteam@insight.com](mailto:pstenderteam@insight.com)

Website: <https://uk.insight.com>

