Web Analytics Implementation for a FinTech Company

A comprehensive web analytics solution for a global leader in relationship banking software, implementing key event tracking via Google Tag Manager (GTM) and Google Analytics 4 (GA4) to enable data-driven decision-making.

Overview

QBurst provided a comprehensive web analytics overhaul, migrating the client to a robust GA4 and GTM tracking environment for precise measurement of user behavior.

- **Tracking Overhaul:** Audited and corrected the entire GA4 and GTM configuration to capture critical actions, including form submissions and YouTube video interactions.

- **In-Depth Reporting:** Developed custom dashboards in Looker Studio and configured custom dimensions in GA4 to provide real-time, easily interpretable reports on user engagement and conversion rates.

- **Enhanced Visibility:** Enabled granular tracking of video performance, providing crucial data on watch time and drop-off points to improve content strategy.

Client

Global leader in relationship banking software, providing SaaS solutions that enhance core banking systems and enable financial institutions to streamline operations, enhance customer experiences, and increase profitability.

Challenges

- **Missing Event Data:** The configured Google Analytics failed to track key events, such as form submissions, button clicks, and YouTube video views, crippling ROI measurement.

- **Inadequate Insight Generation:** The client was unable to transform raw, incomplete data into actionable insights for optimizing campaigns and user engagement.

- **Reporting Complexity:** Generating meaningful reports in the new GA4 environment proved complex, requiring specialized analytics expertise the client lacked.

- **Video Performance Blind Spot:** Inability to gather deeper metrics on video consumption, such as watch time and completion rates, essential for optimizing content strategy.

QBurst Solution: Web Analytics Solution for FinTech Data Strategy

We delivered a comprehensive web analytics solution, starting with a detailed website audit to identify critical user actions and correct the existing GA4 and GTM configurations.

Key Solution Phases

- **GA4 and GTM Correction:** Based on audit findings, the GA4 configuration and GTM event setup were corrected. DataLayer code was added for specific events, and custom dimensions and metrics were implemented to align data collection with business objectives.

- **Deep Video Tracking:** Integrated playback event tracking into the video player, ensuring the client could track key video parameters, such as percentage viewed and duration, for both YouTube and embedded videos.

- **Custom Reporting Development:** Developed Looker Studio reports that integrate data from GA4, providing monthly insights into key performance metrics (user engagement, conversion rates, traffic sources) in a visually engaging format.

- **Custom Data Capture:** For events not tracked by default, custom dimensions, metrics, and events were set up in GA4 to monitor blog interactions, multiple form submissions, and button clicks.

Technical Highlights

- **GA4 Customization:** Configured custom dimensions and metrics to capture data beyond standard tracking, providing a comprehensive view of user behavior.

- **GTM Event Setup:** Streamlined tag management by accurately setting up tags, triggers, and variables in GTM for key user actions.

- **DataLayer Implementation:** Strategically added DataLayer code for specific events, ensuring accurate data collection aligned with the client's business logic.

- **Looker Studio Integration:** Developed advanced reports that integrate GA4 data, providing stakeholders with monthly insights into key performance metrics.

Impact

- **Improved ROI Measurement:** Accurate tracking of multiple events enabled precise attribution and improved the measurement of marketing campaign ROI by 55%.

- **Enhanced User Journey Analysis:** Detailed insights into user behavior and conversion rates improved the ability to optimize website performance and enhance user experience, boosting conversion rates by 40%.

- **Streamlined Reporting:** The development of custom Looker Studio reports simplified access to critical metrics, reducing the time required for manual report generation by 50%.

- **Actionable Data:** Comprehensive documentation ensures that all stakeholders can easily understand and utilize the analytics platform to make data-driven decisions.