



## Analytics Monitoring and Reporting

### *Service Definition*

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## Document control

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|---------------|--------------------------------------|
| Title         | Analytics, Monitoring and Reporting  |
| Supplier Code | G11 - PRC-CS-GCD-0701-008            |
| Description   | Specialist Cloud Service Description |
| Date          | 21 May 2019                          |
| Issue         | 8.0                                  |

## 1 Introduction

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Free Rein has developed its own CMS platform which, through customer drive, has been expanded and repurposed to meet key business needs of content management, event management, appraisals and much more. These same customers have helped define a number of expert supporting services which we have configured to meet G-Cloud user needs. Most recently, customers in central government have helped refine these offerings from G-Cloud 3 onwards, including GDS, BIS, UKTI and HMRC.

As part of the BIS project to deliver Events Finder, Free Rein were asked to take on the overall day to day management of the system, moderation of all content, training and on-boarding of the, presently, 500 Organisations using the system. As an adjunct Free Rein extended its services in data analytics and monitoring and now provides that service for a range of clients from central Government and local authorities through to small and large private sector operations. In a number of cases this has expanded to managing client databases (CRM) and mailing lists.

Service/Software Definitions are kept up to date on our website with new elements. You can also download case studies and further options detail - [www.free-rein.net/g-cloud](http://www.free-rein.net/g-cloud)

## 2 Overview

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### 2.1 Analysis and reporting

Reporting is a key part of your digital strategy that helps determine the success of online marketing.

Free Rein uses web analytics packages to track, measure and monitor the performance of website and/or social media campaigns - to identify where they are or are not performing.

By measuring the effectiveness of your website and/or social media, Free Rein can provide regular or bespoke reports that provide insight into your audience, their behaviour and what content they are looking at.

We interpret reports without the jargon - and give you actionable recommendations that can be integrated into your ongoing strategy to optimise performance.

### 2.2 Consultation and set up

If your website or any other online marketing campaign efforts are not currently being tracked to collect and display data about your audience - Free Rein can help get you up and running. We can set up website tracking and provide you with the tools you need.

### 2.3 Management and training

Free Rein can manage all aspects of digital reporting or train you on how to get the most out of analytics.

## **3 Costs and Service Parameters**

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### **3.1 Pricing**

See the SFIA Rate Card attached to the G-Cloud submission.

Time spent on analytics, monitoring and reporting can vary between 0.5 and 2 days work per month depending on the level of support required and the complexity of a website or campaign.

Our costs are based on our Enable rate of £720 per day on the SFIA Rate Card.

Please note: retainers agreed for six months or over drop to the lower Apply rate of £640 per day on the SFIA Rate Card.

### **3.2 Service management details**

You must have analytical tracking previously set up in order for us to undergo analysis and interpretation of data. If your website is missing analytical tracking, Free Rein can set this up for you. We can provide analytic monitoring and reporting services on a project and/or retainer basis depending on the level of your requirements.