Implement Website Analytics in the Context of a Data Strategy

Fulcrum helps clients choose the right web analytics platform for their particular needs, design the site tagging strategy, and implement the tagging and dashboard reporting structure.

Analyze your website data in order to:

- Optimize the customer experience online
- Increase conversion to specific calls to action
- Track campaign response ROI
- Measure engagement among visitors
- Understand geographic reach

- Identify sources of web traffic
- Pinpoint search terms that lead to site traffic
- Visualize cross-channel customer interactions

We Partnered with Piwik PRO

While Fulcrum Analytics is software-agnostic, we have chosen to become an Agency Partner of Piwik PRO which enables us to perform installations of the highly secure and flexible Piwik PRO software with maximum support and insight at the lowest cost to clients.

Why We Partnered with Piwik PRO

- GDPR, CCPA, HIPAA Compliance
- A Google Analytics alternative that's less expensive than Adobe analytics
- Quickly generated pre built and custom reports
- Flexible dashboards to meet different needs
- Visitor consent and opt-in options to control the level of trackable data
- Hosting on-premises or in AWS or Azure cloud
- Access to a full set of data without sampling

A Modern Data Science Consulting Partner

Fulcrum is known for our 26 year history as a boutique data science consulting firm, but our success is built on a broader approach and vision. We collaborate with clients to accelerate their use of data and advanced analytics, build their organizational capacity for data-driven decision making, and push the frontiers of what's possible within their organization.

Easy & Fast

Get started ASAP. Just sign up for a team and we are sitting next to you, rolling up our sleeves, and making progress.

Customizable

We know that your needs can change — specialists swap in and out as needed for different aspects of the solution.

Low Risk

Did we mention that you can try for 3 months at a discounted rate? No obligation and you can choose to terminate at anytime.

Domain Expertise

25+ years of experience in industries such as banking, insurance, and retail — giving us the skill and knowledge to tackle even the toughest problems.

Our Approach Consists of Three Pillars

Full Stream Analytics

Upstream: We give attention to data collection, cleanliness, timeliness, and augmentation.
Midstream: We factor in maintainability, explainability, and credibility.
Downstream: We consider how insights are visualized, explained, measured, and integrated with operational systems to drive intelligent actions.
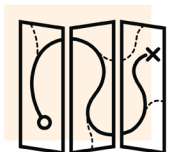
Fluid Roadmaps

We help develop tactical plans that align with, and inform, an organization's strategic goals, identify and quantify the gaps between these goals and their capabilities and then prioritize and sequence opportunities based on these factors while maintaining the flexibility to pivot and adapt to changing needs over time.

Augmented Analytics Capabilities

We expand organizational capacity by supplementing internal resources, skills and experience to provide rapid augmentation as needed while fostering interal growth of an organizations data capabilities, knowledge, infrastructure, processes, and human capital through training and recruitment.

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