

Cognitive Convergence offers digital marketing via Google Analytics /Google Ads services for Consulting Houses, Tech Companies, SAAS Startups, and Cloud Consulting companies.



Google Analytics

Google Analytics/ Google Ads

Easy-to-use tools and advanced solutions for small businesses & large enterprises to make the most of your marketing.

Cognitive Convergence

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A cohesive analytic and advertising Google Marketing Platform for better results using smart marketing techniques.

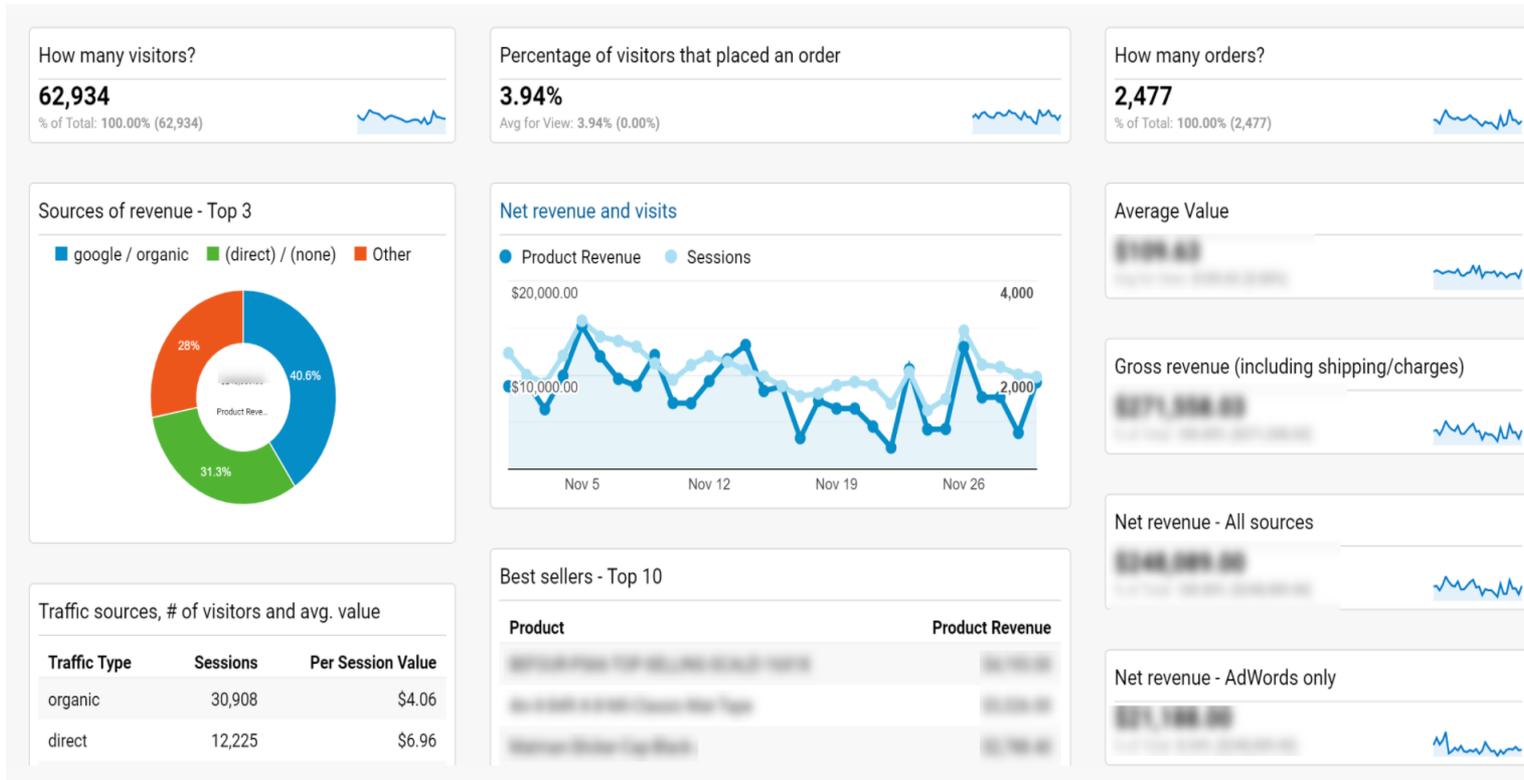
- ✓ Strategized content
- ✓ Cloud (SAAS) aware context
- ✓ Goal-oriented
- ✓ Industry-focused
- ✓ Insightful reporting

Paid subscription

Get ahead of your competitors by boosting your online presence via Google Analytics/Google Ads. Shape your business's success strategy and get better insights into your website and the visitors' site.

Google Analytics/Google Ads <https://analytics.google.com>

Get your team to work together in one environment to make changes almost in real-time. Critically visualize your target audience insights, get creative, and boost your business processes.



Google Analytics/Google Ads

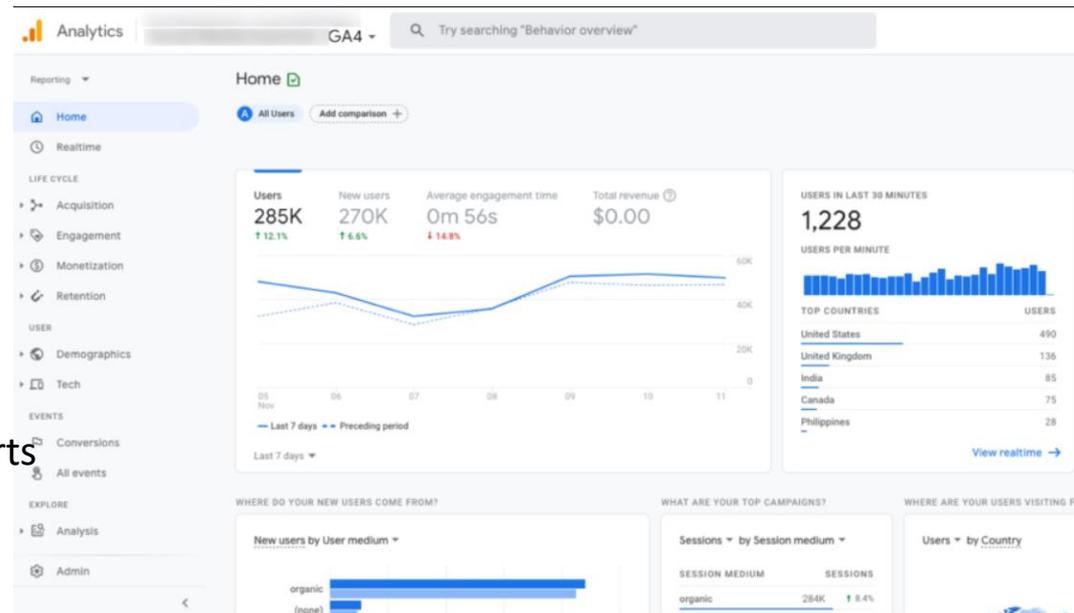
Get every possible insight out of Google Analytics/Google Ads to make sure your website is worth for your target customers/clients. Protect yourself from corrupted data while evaluating all your marketing efforts.

Key Features

- ✓ Free and paid plans at your ease
- ✓ Automatic data collection
- ✓ Customized reports as per your requirements
- ✓ Easy integration with other tools and platforms
- ✓ Reduce bouncing rates and effectively engage visitors
- ✓ Better analyze your website visitors/customers
- ✓ Ad placements of various social media platform accordingly
- ✓ Run multiple campaigns in one platform
- ✓ Google Webmaster Tools to get SEO Reports and make the best-responsive content



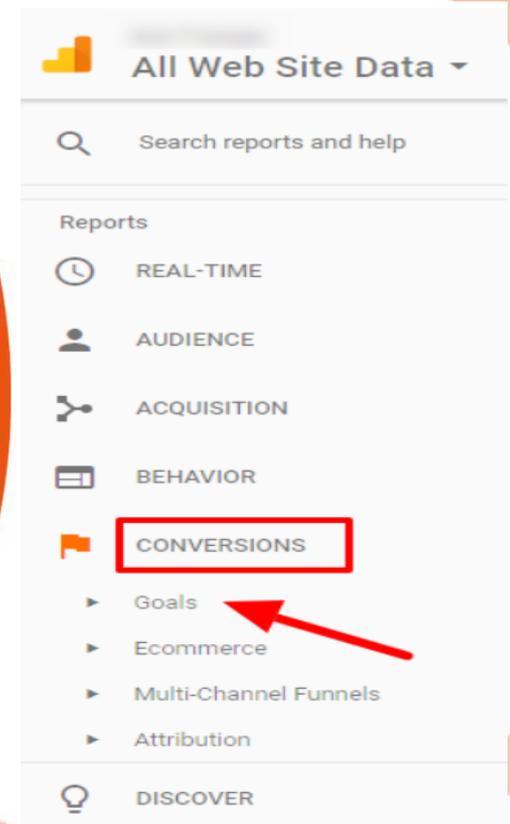
Google Analytics



Strategy for campaign

The strategy that we follow for Google Analytics/Google Ads campaigns are:

- ✓ Aligned with company branding
- ✓ Outline the campaign steps and process
- ✓ Analyze, strategized, and prepare content
- ✓ Campaign execution, right place at the right time
- ✓ Feedback implementations from clients
- ✓ Keyword Research for a Solid Foundation
- ✓ Competitor Campaign Analysis
- ✓ Campaign Creation and Ad Copy Creation



Our Services

For long-term success, we offer to work on Google Analytics/Google ads that will help you to implement, audit, optimize Google Analytics instances, etc. for your company/organization.



We help you to adopt the best:

- ✓ Google Analytics Strategy
- ✓ Google Analytics Implementation
- ✓ Google Analytics Data Visualization and Reporting
- ✓ Marketing Insights
- ✓ Google Analytics Optimization

Google Analytics/Google Ads Strategy

We start our Google Analytics/Google Ads consulting and management services with research and discovery of opportunities for our clients.

To ensure the proper tracking of all important actions, pages, and conversion points, we manually audit and map our client's website.

Our strategy

- ✓ Prioritize steps with immediate attention required.
- ✓ Ensuring accuracy, cleanliness, up to date, and correction of all data that is collected.



We begin with a Google Analytics Audit to ensure the integrity and accuracy of your implementation and conduct research and discovery to design a new implementation that gathers the data relevant to you.

Google Analytics/Google Ads Implementation

For any ongoing digital marketing strategy or campaign, after our strategy phase, we proceed towards the implementation stage that sets the priority items from the Google Analytics/Google Ads audit to make sure that the data from this point and on is significant and actionable.

We ensure the:

- ✓ Proper installation of Google Analytics/Google Ads and Tag Manager snippets
- ✓ Accurate Traffic tracking
- ✓ Filtering of Internal IPs
- ✓ Correct setup and tracking of event and goal
- ✓ Attribution accountability and tracking
- ✓ Correct integration of Business tools with GA and GTM
- ✓ Landing Page Design and Development

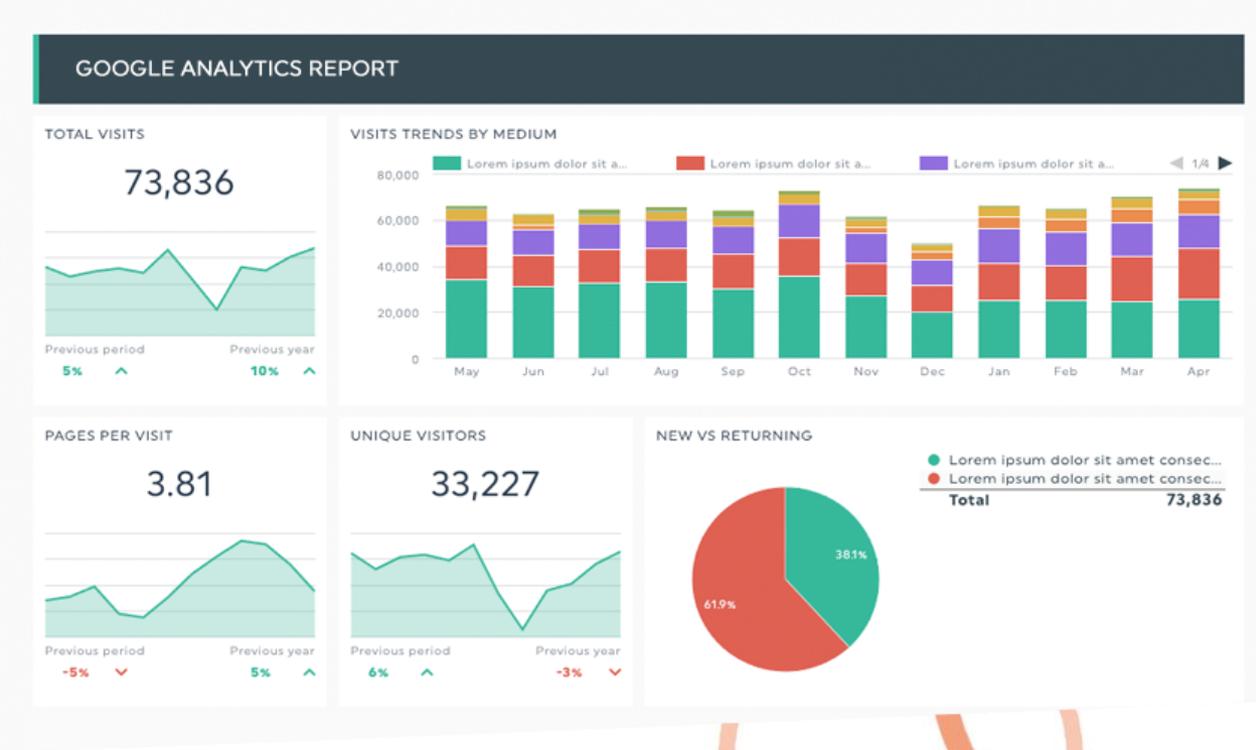


Google Analytics Data Visualization and Reporting

Visualization always helps to make sound business decisions. We provide optimal and easy-to-understand insights into our customers' data for their feasibility.

Using Google Data Studio, Power BI, Tableau, or Domo, we successfully correlate your Google Analytics data with a customer or transactional databases. Look for growth opportunities by visualizing data and identify trends in key business metrics and opportunities.

Utilize the best use of Google Data Studio and Google 360 to take Google Analytics reporting steps further.



Marketing Insights

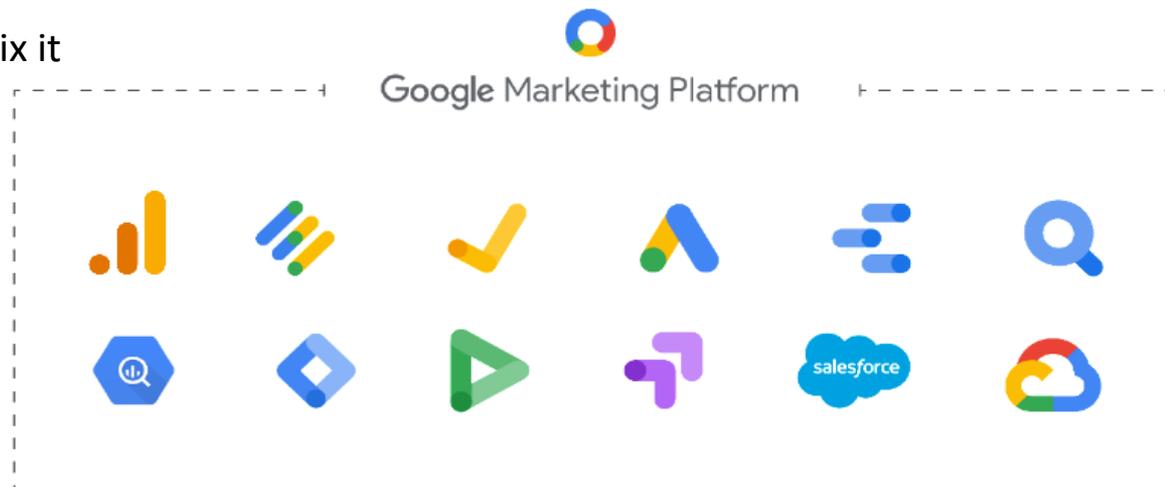
To identify trends and actions, partner with our trusted firm for better routine reporting and dashboards

reviewing. Enrich marketing performance by understanding suitable and the best actions to take.

Leverage our **experience in marketing** and let us create, follow, & implement campaigns that get

promising results. Let us help you by

- ✓ Structuring campaigns
- ✓ Adopting the best practice of using ad extensions
- ✓ Identifying and minimizing scaling bottlenecks during the campaign
- ✓ Understanding low-quality scores to fix it



Google Analytics/Google Ads Optimization

To make sure data is correct and continuously delivering full scope to opportunities, it's always a wise approach to evolve as all digital strategies and campaigns evolve.

To avoid all obstacles during any ongoing campaign, we regularly audit Google Analytics/Google Ads and set up automated alerts to resolve issues with Google Analytics implementation.

To show you current progress and digital strategies' performances, we hold weekly meetings to demonstrate the status of our digital strategies, how well they are performing, and what we are targeting for the next week.

Our fanatical focus is on earning more money, produce real results by optimizing campaigns' processes.

To get:

- ✓ **More Traffic** – We create, adjust, and handle such strategies that consistently drive more traffic at the same or lower cost throughout the campaign
- ✓ **Better Traffic** – We are market-focused in campaign setup and strategy management that gets better and highly qualified traffic
- ✓ **Higher Return** – Driven by business goals, we create campaigns that are effective, efficient, and easy to adapt to get a high ROI



Vertical sector for Google Analytics campaign target companies

Having a thorough campaign strategy plan and comprehensive market understanding for any business can enter or expand to enjoy instant success.

Our vertical sectors for a Google Analytics /Google Ads campaign are:

✓ **AI/ML**

We help companies identify clients that are looking for AR/VR/MR services with Google Ads/Google Analytics. We help tech companies in AI/ML domain

to find rights customers using Google Ads/Google Analytics.

✓ **Crypto/Blockchain**

We assist Crypto/Blockchain companies to find rights customers using Google Ads/Google Analytics. Our experts help organizations identify and seize the potential of the potent and versatile emerging technology of crypto/blockchain using Google Analytics/Google Ads.

✓ **AR/VR/MR**

We are helping companies that offers Augmented reality (AR), virtual reality (VR), and mixed reality (MR) technologies to interact with their audience using Google Analytics/Google Ads. We run and manage Google Analytics/Google Ads to identify clients that are looking for AR/VR/MR services.

✓ **EdTech**

We locate educationalist to promote EdTech in the industry using Google Analytics/Google Ads.



Vertical sector for Google Analytics Campaign target companies

✓ **PsycheTech**

Our campaign using Google Analytics/Google Ads is specifically organized to target psychologists, medical health workers, psychiatrist, and social workers to get their hands on advanced-level psychetech solutions.

✓ **FinTech**

To transform the financial services sector, FinTech innovation continues to lead the industry. To fuel market growth and leadership for the clients, our consultants plan and organize customized Google Analytics /Google Ads campaign that assess financial institute/organization within the market to build awareness of business by demonstrating their powerful solutions among stakeholders

✓ **Proptech**

Proptech has evolved in the real estate industry. Our Google Analytics/Google Ads campaign for Proptech are focused and customized as per the industry's need. Instead of randomly targeting the clients, our campaign are targeting a niche for more productive results.



Cognitive Convergence offers Creative **Google Analytics/Google Ads consulting services** by working full-time in it succeed. We use proven, practical, and cost-efficient campaign strategies that are customized as per specific market. To target the best prospects for data-driven results. We offer strategic opportunities to clients, investors, and partners that are:

- ✓ Unique and industry defining
- ✓ Mutual interest centric business approach
- ✓ Significantly enhance company's footprint
- ✓ Grow revenues by entering into new and exciting **Technology Domains, App development ideas, Solution Development, and Joint venture projects.**

THANK YOU

How can we help you? Contact Us

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