



ITLT ACADEMY

Data & analytics

Consulting brochure

Data, analytics & attribution

GA4, server-side tagging, first-party data and attribution - instrumented so you can defend every spend decision.

Engagement phases - deliverables - sample artefacts - pricing approach

What ITLT Academy does for analytics

Most marketing teams own dashboards nobody trusts. We rebuild the measurement stack so the numbers on Monday morning are the numbers you would bring to the board - no 'data team is fixing it' asterisks.

We work across GA4, server-side tagging, CDPs, warehouse-native analytics (BigQuery, Snowflake), and attribution methods from MMM to matched-market tests. Every engagement ends with a documented measurement contract - who defines what, how it is calculated, who owns it.

Deliverables you will receive

- GA4 and tagging audit - event taxonomy, consent, server-side readiness
- Measurement contract - metric definitions, owners, refresh cadence
- First-party data strategy - consented IDs, enrichment, activation
- Attribution approach - MMM, MTA, incrementality tests, triangulation plan
- Executive dashboard set with commentary templates
- Data governance - privacy, retention, access model, audit trail

Engagement phases

- **Discover** - audit existing data, stakeholder interviews, baseline metrics and the questions you cannot yet answer. Typical length: 2-4 weeks.
- **Design** - a plan you can defend to finance: scope, deliverables, assumptions, risks, and the first 90 days of work. Typical length: 2-3 weeks.
- **Deliver** - we run the work with (or inside) your team - governance, cadence, tooling and sample artefacts are agreed up-front. Typical length: 8-24 weeks.
- **Embed** - handover pack, playbooks, dashboards, training sessions and an optional monthly retainer for continuity.

Who typically engages us

- Teams migrating from UA to GA4 mid-flight
- CMOs who need one trusted number to take to the board
- Teams building a first-party data strategy post-cookie
- Finance-led reviews of marketing attribution and ROI claims

Pricing approach

Engagements are priced in fixed-scope blocks or time-boxed retainers - never open-ended. A typical diagnostic is a two to four-week fixed fee; full engagements are scoped from a signed statement of work with weekly review gates. Pricing ranges are shared in writing during the scoping call so procurement has no surprises.

Governance & cadence

- Weekly working session with named consultant + delivery lead
- Shared delivery board - every task, owner, decision logged
- Monthly steering review with your executive sponsor
- Written end-of-engagement readout plus 90-day success plan

Start with a scoping call

Share your current stack, reporting cadence and the measurement question you cannot yet answer - we will come back with a scoping recommendation.

ITLT Academy Ltd - Registered in England & Wales 14738247

Registered office: 20-22 Wenlock Road, London, England, N1 7GU, United Kingdom