

# Web Analytics Tracking Engagements

Service Tiers	Basic	Plus	Premium
	<p><b>Starter Package</b></p> <p>We give the customer recommendations for basic E-commerce tracking &amp; the customer works on the implementations</p>	<p><b>Best Value</b></p> <p>We give the customer recommendations for basic E-commerce tracking &amp; EveryMundo works on the implementations/modifications in the TMS and GA accounts. EM relies on the reservation provider to implement the dataLayers.</p>	<p><b>All Inclusive</b></p> <p>We give the customer recommendations for advanced E-commerce tracking &amp; EveryMundo works on the implementations/modifications in the TMS and GA accounts. EM relies on the reservation provider to implement the dataLayers.</p>
<b>Details</b>			
<b>Workflow</b>	<p>EM provides documented instructions to implement the suggested changes in the applicable platform.</p> <p>The client is responsible for working on the implementations and for testing them.</p>	EM implements the suggested changes.	EM implements the suggested changes.
<b>End of engagement</b>	<p>When all the assessments and documentations are provided</p> <p>(Takes approximately 18 weeks)</p>	<p>When the assessment conversion tracking and attribution is working correctly</p> <p>(Takes approximately 18 weeks, but varies based on customer dependencies)</p>	<p>When enhanced e-commerce tracking and attribution is working correctly</p> <p>**Duration of at least 20 weeks (depends on where the customer wants to implement the impressions dataLayer – e.g. one dataLayer per ancillary)</p>
<b>Notes</b>	<p>This tracking engagement package makes the most sense for SEM clients.</p>		

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<b>What does each package include?</b>			
Assessment: Evaluation of the current state of Google Analytics (GA) and the Tracking Management System (TMS)	✓	✓	✓
Implementation & testing of enhanced e-commerce impressions and conversions dataLayer in the airline booking engine	✓ (Documentation/best practices)	✓ (Implemented by the reservation provider)	✓ (Implemented by the reservation provider)
Repair & implementation of enhanced e-commerce impressions and conversions dataLayer in the TMS	✓ (Documentation/best practices)	✓	✓
Implementation & testing of the TMS on the website	✓ (Documentation/best practices)	✓	✓
Implementation of GA PageView tracking	✓ (Documentation/best practices)	✓	✓
Basic set up of Google Analytics (Account, Property, Data Stream, Custom Definitions)	✓ (Documentation/best practices)	✓	✓
Advanced set up of Google Analytics (Basic set up + Custom Reports & Booking Funnel Visualization)	✗	✗	✓
Advanced repair of the TMS (Standardize naming convention, set up firing triggers, eliminate duplicated tags)	✗	✗	✓
Implementation & testing of third-party pixels and hard-coded tags in the TMS	✗	✗	✓
Set up of enhanced event tracking (E.g. ancillaries, log in of a loyalty program, sign up to a newsletter)	✗	✗	✓
Set up of data mining software other than GA, like Omniture. Set up of TMS other than GTM, like Tealium.	✗	✗	✓