

Case Study: National Salon Franchise

The Challenge

A marketing agency partnered with **ninetwofour** to be their analytics supplier for a website redesign for a national salon franchise. The company's data was not organized, leading to misunderstandings of how users engaged with the website, and its overall functionality did not serve the modern consumer.

Solution

Through our analytics offering, we were able to **audit the website's Google UA data**, make strategic recommendations to migrate the data to Google's **GA4**, and create a measure and tagging strategy for the site, based on the desired actions the company wanted consumers to make.



Data Audit

Comprehensive review of Google UA data and user behavior patterns



GA4 Migration

Strategic migration plan to Google Analytics 4 platform



Tagging Strategy

Custom measurement framework aligned with business goals



Results

6-month transformation leading to data collection excellence

Client Impact: The client was so impressed with our recommendations that they **removed the task of tag management from the internal team** at the company and assigned it exclusively to our agency—a testament to the trust and value we delivered.