


Marketing Engineers

 Avg. Reading Time: 4 min

Marketing Engineers

We tackle technical marketing challenges, bridging the gap between marketing and technology by handling the following key tasks:

Marketing Technology

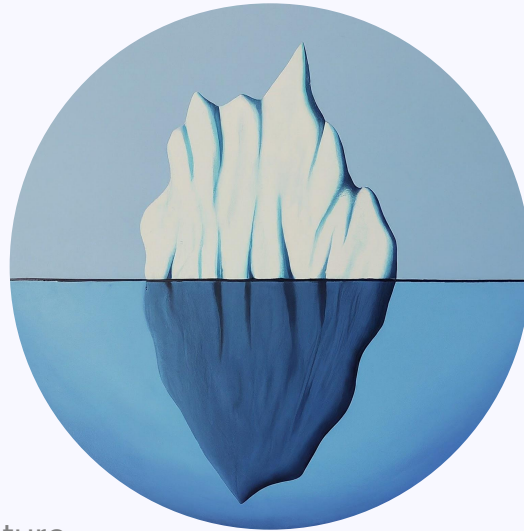
Consent Management

Technical SEO

Website Tagging

Server-side tracking

Platform architecture



Marketing Data

A/B Testing & Experiments

Dashboarding

Journey analysis

Data quality audits

Data architecture

Cloud Services

We provide support across the full data journey

We optimize the full data journey, by implementing, configuring and activating your marketing technology stack



Collect

Transform

Analyze

Visualize

Activate

Here we automate your processes

Here we unlock new insights

Here we create customer value

Collect



> Tool Selection

Get the right tools for your marketing stack. We help you choose and implement the best analytics and tracking tools, so you can focus on insights that drive growth.



> Analytics implementation

We make sure your data collection is accurate and effective from day one. We create custom tracking solutions, from Google Tag Manager to pixel integration, so you never miss a conversion.

> Measurement plan

We build a solid data collection strategy that lays the groundwork for effective tracking and tagging, ensuring your data collection efforts lead to actionable insights.

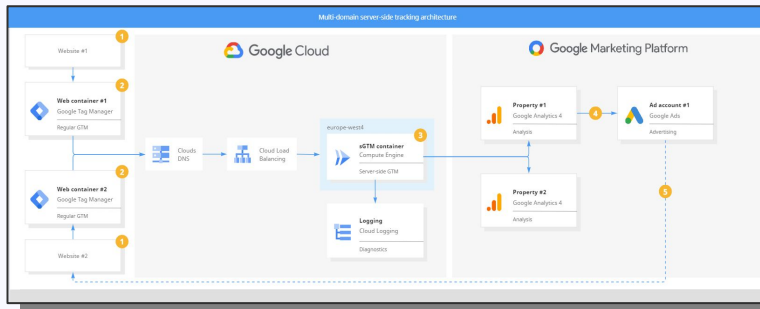
> Auditing & monitoring

Our regular audits identify issues with your tracking setup, ensuring GDPR compliance and accurate reporting across all platforms.

Transform & Store

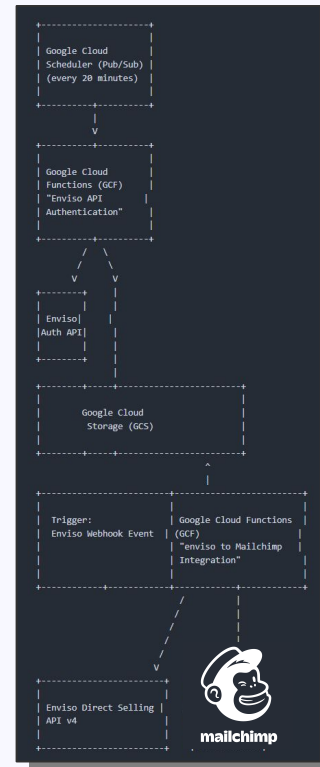
> Server-side tracking

We take care of custom server-side tracking to go beyond standard tracking, capturing more accurate data by bypassing blockers and boosting your analytics' reliability.



> Tailored analytics and data integrations

We find the right tools for your situation, and develop and configure custom integrations between different marketing and advertising platforms



Are you obtaining data from:



..and do their numbers match?

Pageviews as reported by LinkedIn (source) versus tracking tools



Our Marketing Engineers understand the complexities of your data. We solve your toughest challenges: correcting discrepancies, syncing platforms, and fixing tracking issues to turn your data into dashboards that drive actionable insights.

Issues our engineers fix:

Improper UTM tagging

Ad Blockers & Privacy Tools

Consent & Cookie Compliance Issues

Tracking Script Issues

Attribution Window Mismatch

Cross-Domain Tracking Issues

Referral Exclusions

Redirect Issues

Incorrect Analytics Filtering

Are you facing challenges with your analytics, like missing ad traffic or GDPR compliance concerns? We offer tailored services to address these issues and ensure accurate data collection.

You can schedule one of the following:

> **Data Audit**

We review your tracking setup to ensure all tags, triggers, and events are correctly implemented, optimizing your data collection tools.

> **Strategy & Knowledge Sessions**

Designed to align your data collection with business goals, covering:

- **Measurement Planning:** Setting KPIs and goals.
- **Data Collection Strategy:** Implementing tools for accurate data across channels.

Visualize

 Looker Studio Pro


Power BI



Together we distill the most important KPIs and insights from your endless stream of data



We understand your marketing data and unify it into insights that are clear for both teams and management.



Web Vitals

Cumulative Layout Shift (CLS)

0.04

0: No change on the layout
1: The cumulative layout shift is as large as the visible area of the page

First Contentful Paint (FCP)

522.55

milliseconds

Interaction to Next Paint (INP)

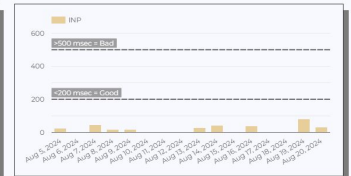
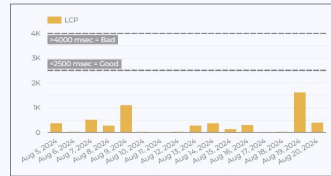
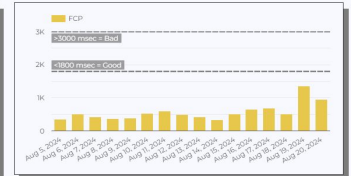
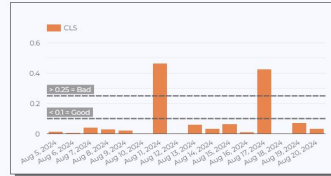
40.35

milliseconds

Largest Contentful Paint (LCP)

471.84

milliseconds



We also implement dashboards to keep track of individual visitor's web performance on your website.

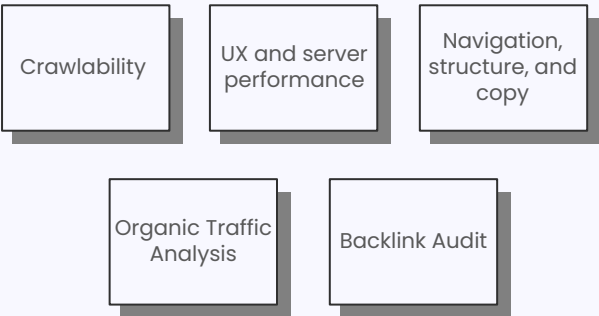
Activate

> Technical SEO audit to boost your Search Engine Rankings

Our Technical SEO audit is designed to boost your search engine rankings by focusing on what matters.

Recently, we've also been preparing websites for indexing by Large Language Models (LLMs) like Chat-GPT and Gemini.

With our audit, you'll quickly implement technical optimizations, boosting your search engine ranking, improving your website's visibility, and gaining more organic traffic.



Qualys. SSL Labs



SERPROBOT

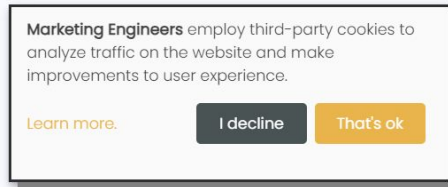
Google Search Console



Activate

› Cookie Banner & Consent Management Platforms

We create custom consent banners from scratch or implement consent management platforms like Cookiebot as an out of the box solution. We also [audit](#) existing cookie banner or CMP implementations and fix [data collection](#) issues.



› Tailored targeting & remarketing

We implement remarketing solutions for our clients. We ensure that they respect user consent while allowing for effective ad targeting and tracking. Even with partial user consent, we can help you build and maintain advertising efficiency.

- ✓ Google Consent Mode v2
- ✓ Google Enhanced Conversions
- ✓ Microsoft Universal Event Tracking

Recently, we worked with:



and other platforms...

Reach out if you have any questions

This deck hopefully gives you a high-level overview of our expertise and what our team has to offer.

Every organization, marketing touchpoint and architecture is different. Therefore, we always tailor our work towards your specific situation. So feel free to reach out and discuss your specific challenges and needs. We're here to help!



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Contact me

