



Web Analytics Case Study

How This Parenting Education Platform Uncovered Revenue Opportunities & Fixed Leaks In Their Funnel

New Revenue Streams

Accurate, Reliable Data

Fixed Funnel Leaks

"Growth Savvy is dedicated to the success of businesses. They are incredibly organized and have terrific project management skills. Their organization was also noteworthy. Expect a successful engagement with Growth Savvy and their skilled team."

David McCready
CEO, Positive Parenting Solutions, Inc.



The Company

Positive Parenting Solutions

PPS equips parents with the tools they need to get kids to listen without nagging, yelling or losing control.

They are the worldwide leader in online parenting education for parents of toddlers to teens, and have helped over 75,000 families on 6 continents get their kids to listen without nagging, yelling or losing control.



“There are numerous outcomes, but here is one from this week. I received a message of a top 10 visited page that had a prolonged load time. This was immediately sent to my developer to fix. Growth Savvy also routinely informs us of links on our site that are not tagged properly.”



David McCready
CEO, Positive Parenting Solutions, Inc.



Industry Education

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Location US

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Services Provided

- Web Analytics Audit
- Measurement Planning
- Tracking Setup

The Challenges



I hired Growth Savvy to track, analyze, and report the data in my business to help me determine what is working, what isn't working and why. I want to make fact-based decisions, but neither have the time nor the knowledge to do this. In addition, Growth Savvy is helping me put in place the controls I need to provide early warning signs when something is getting off track.



We wanted them to:

- Track everything we can track that will be of use to make fact-based decisions.
- Provide me with reports to confirm my strategies are working.
- Help me interpret the data.
- Identify new business opportunities.



David McCready
CEO, Positive Parenting Solutions, Inc.

Main Challenges

**Fix Inaccurate
Data**

**Setup Marketing
Reports**

**Identify
Business
Opportunities**

The Solution



1

Audit

We started with a web analytics health check, which involves auditing PPS's existing analytics setup and finding issues and areas for improvement.

2

Planning

We then built a measurement plan that describes, in detail, what and how we were going to be tracking, and what configurations needed to be made.

3

Implementation

Once PPS approved the measurement plan, our team started setting up the proper tracking and configurations needed to provide PPS with a full and accurate picture of what is going on on their website.

4

Actionable Insights

We also setup custom reports and notifications so that whenever something goes wrong on their website, they would be alerted about it so that they can fix it.

The Results



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CEO, Positive Parenting Solutions, Inc.

GrowthSavvy

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As Seen On

