

# Bigmouthmedia Launches New Range Of Services Following Google GAAC Analytics Accreditation



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Bigmouthmedia has become one of the few European digital marketing agencies to gain the coveted Google Analytics Authorised Consultants accreditation (GAAC).

The company-wide accreditation - held by only a handful of agencies worldwide - recognises bigmouthmedia's proven expertise in the analytics field. With a large pool of qualified staff working across its offices, the news means the company is now authorised to offer clients a raft of new Google Analytics services.

"This is a major breakthrough for bigmouthmedia. Gaining accreditation has been a lengthy and painstaking process, but it means that in addition to the wealth of digital marketing expertise the agency already has, we are now in the position to offer a string of Google Analytics services on a standalone basis," said Susana Inarejos, Head of Technical and Analytics Services.

As one of few European full digital marketing agencies to earn GAAC accreditation, the [bigmouthmedia](#) in-house team is now recognised by Google for its industry expertise, with the search giant recommending the agency as one of its few authorised partners. Qualification means that in addition to gaining elevated technical support from Google on any analytics issues the firm will also be able to trial and review the software's latest enhancements before they become available on the open market.

Bigmouthmedia's clients will have access to the wealth of potential information unleashed by [web analytics](#), with the agency providing in depth analysis of their Google Analytics account, ensuring that business goals are tracked properly to improve ROI. The services offered include Google Analytics Audit, Advanced Cross-subdomain configuration, Advanced Filters and Goals setup, tracking of Flash or AJAX based websites, E-commerce tracking, In-house Google Analytics training and advanced troubleshooting.

"We are delighted to add yet another highly experienced Google Analytics expert to our consultancy network and look forward to strengthening our partnership with bigmouthmedia," said Alan Wrafter, Google Program Manager.

Lyndsay Menzies, bigmouthmedia's Group Chief Operations Officer, added: "We're delighted to become one of the very few agencies promoted by Google as a recommended analytics partner. This qualification underlines our commitment to maintaining and expanding the company's in-house expertise while providing clients with an expanding range of industry leading digital marketing services."

## **About**

## **bigmouthmedia**

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: [Search engine optimisation](#), PPC, Online Media Planning, affiliate marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing [news](#) to ensure clients are fully informed and aware of all industry developments.

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