

# Verified ANALYTICS

Google Analytics Audit Tool



## What is it?

A cloud based audit tool to verify Google Analytics data and its set up - "A canary in the data mine".



## Why use it?

Free up your valuable staff from tedious tasks and automate data verification.



## Who should use it?

Anyone responsible for the setup of Google Analytics.

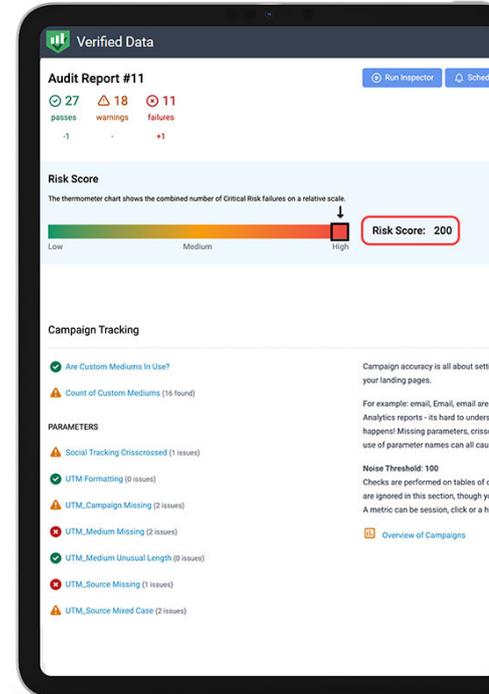
Assess and monitor Google Analytics properties for:

Personal data

Duplicate data

Missing data

Inaccurate data



## Agency benefits

- Add robust quality assurance auditing into your analytics services and enhance client trust.
- A huge time saver for data managers. Prevent small problems becoming big issues.
- Built by GA experts for GA experts - the person behind Verified Data is [Brian Clifton](#).
- Highly cost effective - unlimited audits at a fixed cost.

## Tool highlights

- Audit individual data streams, any type. Up to 30,000 table rows per query.
- PII detection via our smart integration with Google's [sensitive data protection](#) API.
- Summary tables quickly reveal a GA set up, saving hours of pain within the Google Analytics UI.
- Access & permission checks reveal how big a problem a client's data governance might be.
- Re-use projects - if a project is no longer required, re-use it for another client.
- API access to embed results into your own report system.

Create your agency account and audit your first data stream for free at:

**Verified-Data.com**

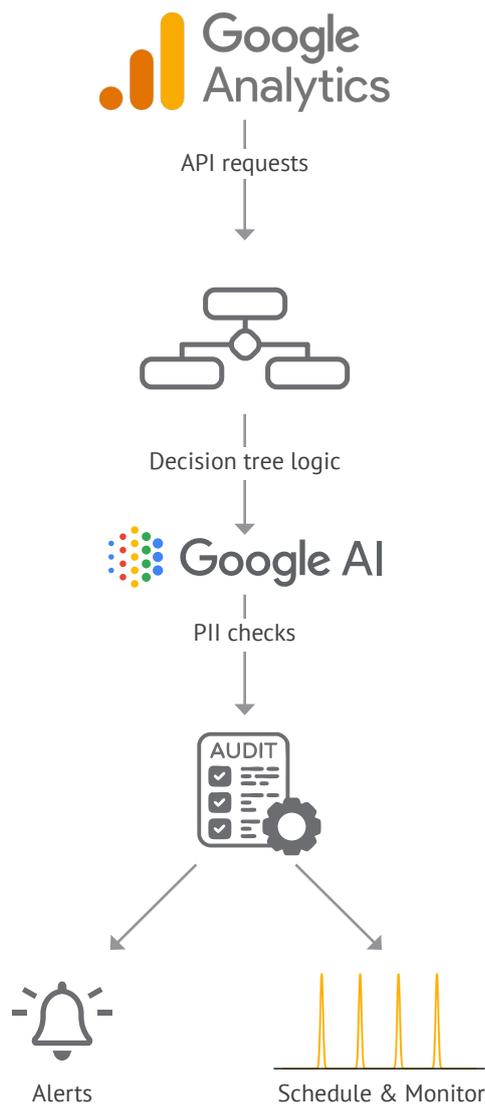
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## Audit data flow



### Whitelabel reporting

Use our API to integrate results within your own customer reporting.



### Schedule compliance monitoring

Ongoing PII checks to protect data governance and your business.



### Client onboarding audits

Quickly assess a new client's data hygiene.

*We verify every GA implementation with automated testing before client sign-off to ensure accuracy.*

- Mikko P, Hopkins (Finland)

*The UI, the level of detail and the impact that the tool makes is massive.*

- Brian L, Web Strategies Inc (USA)

*In just a few months it has made my job a lot easier.*

- Tanya C, Pxl (USA)

Smart agencies using our tools:



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