

COGdigital[®]

DATA, ANALYTICS & TRAFFIC

Analytics Methodology

DISCOVER

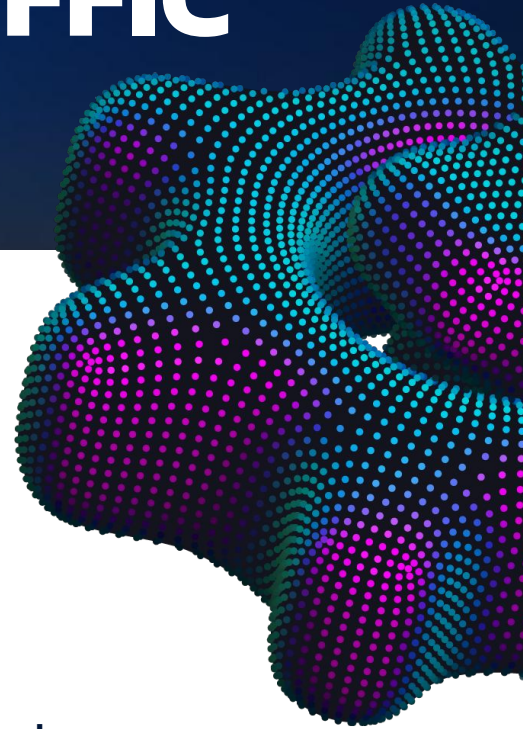


THE COG DIGITAL APPROACH TO DATA, ANALYTICS & TRAFFIC



COG Digital knows you need a trusted professional partner to look at digital information and translate that into clear insight that the business can use to make important decisions.

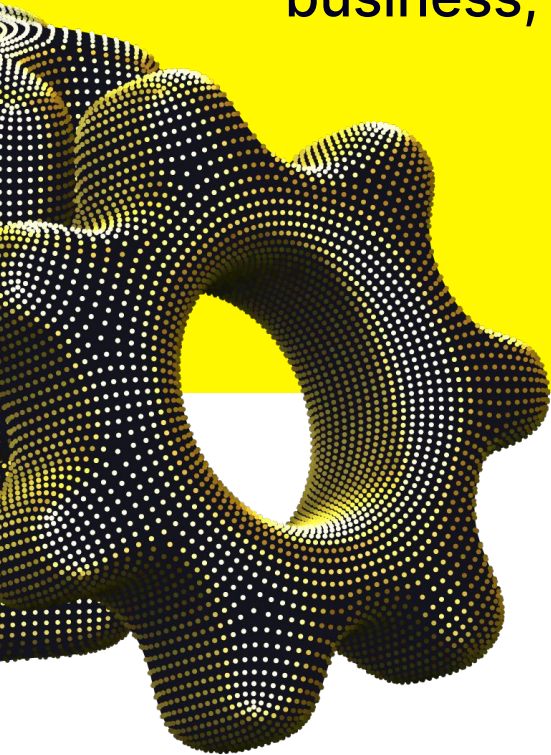
We offer a full digital stack of web based technologies and brand marketing, and with these products and services trails a huge data and traffic footprint that we manage for our clients. COG branding is delivering insights from data that is easily understood





SO, ARE YOU READY TO DRIVE REVENUE AND BUILD BRAND?

The COG Digital focus is to financially grow your business, but also increase brand equity.



START!





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**

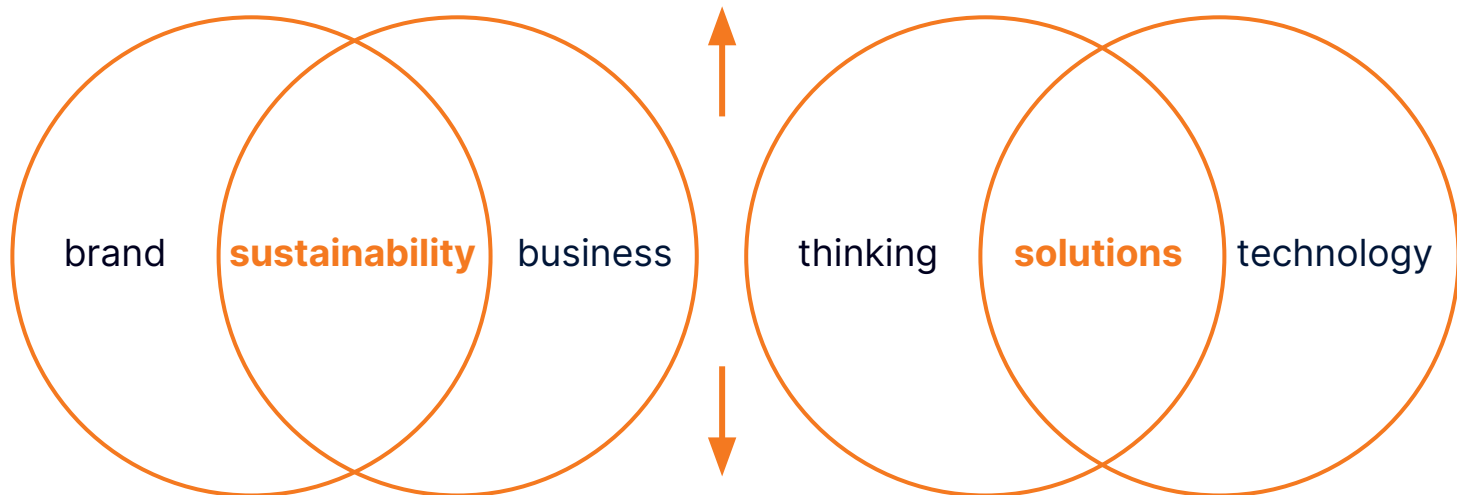




WE SOLVE COMMUNICATION PROBLEMS. IT'S HERE OUR SKILL IN CONNECTING BRAND TO BUSINESS IS DELIVERED.

We focus on clever thinking, innovative design and use smart technology to achieve our project objectives. Our goal is to develop a sustainable approach to business for our clients.

SUSTAINABLE BUSINESS MODEL



**WE GET YOUR BRAND TO WORK AS AN AUTONOMOUS SALESPERSON
FOR THE BUSINESS**

THE COG DIGITAL SERVICE SUITE



These are our areas of expertise that when activated via an Owned Media Strategy, and managed month to month, collectively it will provide a sustainable approach to results-driven brand marketing for your business.





COG DIGITAL

WHY CLIENTS CHOOSE US



PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue.



OUR ABILITY TO GENERATE ROI

Our focus is to deliver value and bang-for-buck. Our approach to performance marketing is to maintain hyper-efficient for all campaigns. From \$100 to \$10,000, every click and impression is valuable.



CLIENTS REFER THEIR COLLEAGUES

Our clients come from referrals. We're busy, simply from our reputation.



PRIVATE COMPANY

COG Digital is part of [COG Branding](#), a privately owned 100% Australian business with a work ethic our grandparents instilled in us.



EXPERIENCE ACROSS EVERY INDUSTRY

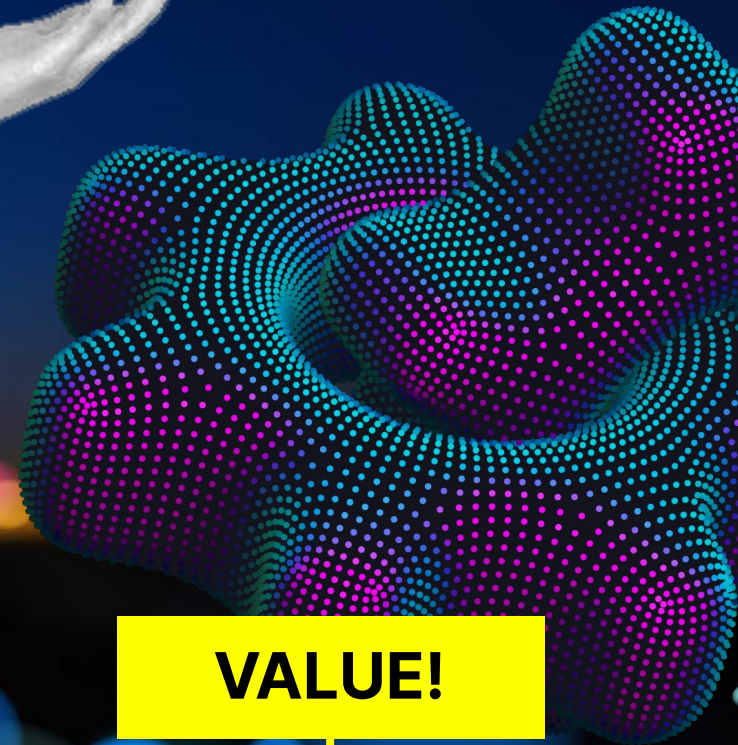
1000+ companies across every industry have trusted COG Digital to deliver, and the results speak for themselves.



READY TO SCALE

COG Digital has the inhouse team and professional team to meet the demands of any project size. We've got the firepower when it's needed.

WHAT IS A COG DIGITAL PARTNERSHIP?



VALUE!





CONNECTED, LIVE, SWITCHED ON, ALL DAY EVERYDAY.

Our digital experts become an extension of your team. We're at call with desktop chat connectivity as if we're in the same office.

That's why 100+ companies trust us to deliver every single time.

We're always updating on the latest in [SEO](#), PPC, Remarketing, [LinkedIn](#), [Google](#), [Facebook](#), [Instagram](#) and [Email Marketing](#).

We also report the numbers with research and clear insights.





THE IDEAL MIX OF EXPERTISE.



INTEGRATED DELIVERY.

At COG Digital, we deliver advanced and integrated solutions allowing us to partner with developers, digital producers and creatives with ease.



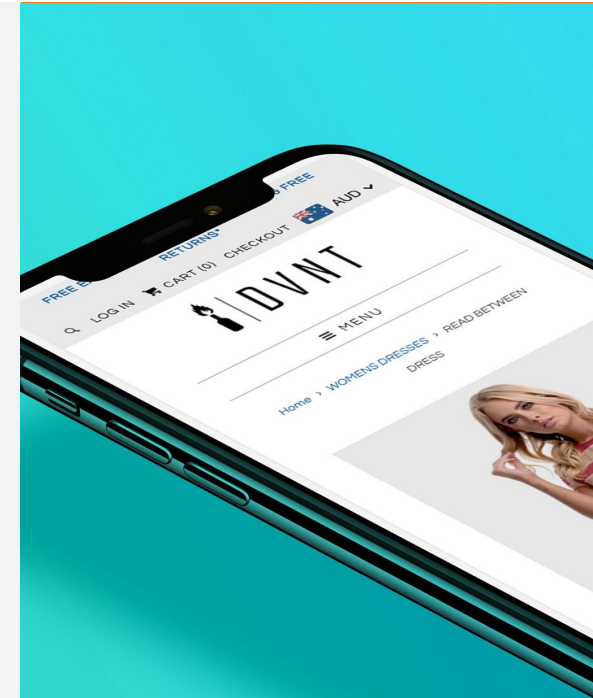
FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Digital is supported by the COG Branding Group. Everything in house, under the one roof, 100% Australian.



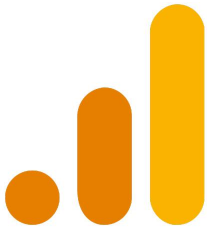
TRANSPARENT ACCESS AND REPORTING.

We keep our clients on the same page, and deliver constant campaign updates. Plus, you have access to all accounts.





HOW COG DIGITAL CREATES RESULTS FOR EVERY CLIENT.



Data , Traffic, Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications



SEMRUSH

The platform is used for keyword research and online ranking data, including metrics such as search volume and cost per click.

A core SERP tracker, site health checker, traffic analytics, backlink checker, ad analysis & more. 50+ marketing tools, 20B+ keywords, 800M+ domains and much more that COG Digital use.



DATA THAT DELIVERS

COG Digital uses real data to enable insight driven strategy to that allows brand and business to communicate better with their customers. We harvest traffic, seek insights, and feed it into the strategy to pursue results.

As a leading Sydney Digital Marketing Agency our focus is to provide the premium in digital marketing products, services and solutions for all types of businesses and brands in Australia.

Our experience tells us that our clients first need the right digital marketing strategy for their business. This is a tailored strategy built around our clients reality.

RESEARCH

Website traffic data provides comprehensive information and metrics on websites and their number of visitors, number of users, number of clicks, duration of the visits, how they reached the sites, their search intent, bounce rates, conversion rates, and the trends derived from all of this information.

DATA

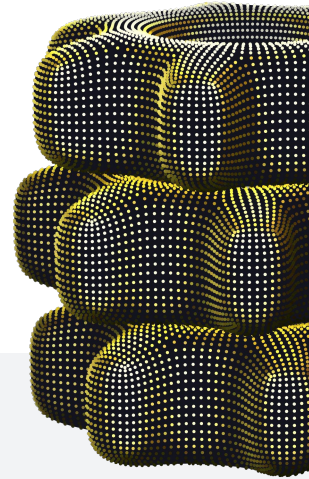
COG Digital Web Traffic Reports pull information from any site online and provide easy access to objective traffic data. Connect your SEMrush, Google Search Console or Ahrefs accounts and see how many people land on your website. You can either track organic or paid traffic.

INSIGHT

While a report should include a big picture view of site traffic, you should also understand the true insight from research and the data. It's with this insight that informs future decisions – without the insight the data can be useless.



HOW ANALYTICS HELPS GROW YOUR BUSINESS



KNOW WHERE YOUR TRAFFIC IS COMING FROM

If you want sustainable online traffic it's important to know where your traffic is coming from. With a correctly optimised analytics account you can see which social media channel is sending you the most traffic or you can start to understand the power of your email list better.

It's important to give your traffic sources a quick glance daily to see if you have a sudden surge of traffic from a digital publication or a certain social media channel.



UNDERSTAND YOUR AUDIENCE

Audience data is information about the people who respond to your advertisements and buy your business's products or the people that visit your site — these are the audience segments you will want to target during future marketing campaigns.

Your users are the gateway to growth. With a correctly optimised analytics account you can learn their age, gender, location, what language they speak, and even what their interests are through many analytic programs. Critical information when planning content and create marketing plans.

CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like these case studies is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take digital marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

(02) 9523 6007
Enquiries@COGbranding.com.au

**BECOME A COG CLIENT TODAY.
ACHIEVE GROWTH AND SUCCESS
WITH A RELIABLE PARTNER.**



Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 8A Cronulla St, Cronulla 2230 NSW AU
www.COGbranding.com.au

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www.COGbranding.com.au

Enquiries@COGbranding.com.au

+612 9523 6007.

8A Cronulla St 2230 NSW Australia

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