

With the right website analytics platform, businesses can **reduce costs with streamlined analysis, generate revenue by increasing conversion, optimize campaigns, improve user experience, and manage security risks.**

Fulcrum Analytics helps organizations plan and implement website analytics in the context of an overall data strategy. We are a **Partner of Piwik PRO, which complements Fulcrum's analytics-based approach to solving business problems with data** in a flexible and secure platform.

**Piwik PRO offers:**

- GDPR, CCPA and HIPAA compliance
- Quickly generated pre built and custom reports
- Flexible dashboards to meet the needs of different users and teams
- Visitor consent and opt-in options to control the level of trackable data
- Ability to merge website with non-website data within Piwik PRO Customer Data Platform
- Hosting on-premises OR in AWS or Azure cloud
- Access to a full set of data, without sampling



There are many valuable reasons for deploying advanced web data analysis, including:



Optimizing the customer experience online



Increasing conversion to specific calls to action



Visualizing cross-channel customer interactions



Tracking campaign ROI



Identifying sources of web traffic

To learn how your organization can benefit from the **highly flexible, most secure, and very cost-effective Piwik PRO** or to request a demo of Piwik PRO in action visit [fulcrumanalytics.com/webanalytics](http://fulcrumanalytics.com/webanalytics)

### Fulcrum Analytics, Inc.

We have 25+ years experience in data science, data hosting, and app creation, all with the goal to make data more useful. Here at Fulcrum, we take a pragmatic approach that focuses on flexibility, custom tailored solutions, and practical data science resulting in actionable insights and applications that improve, not replace, large investments.



[info@fulcrumanalytics.com](mailto:info@fulcrumanalytics.com)



[fulcrumanalytics.com](http://fulcrumanalytics.com)



(212) 651-7000

