

*Fulcrum helps clients choose the right web analytics platform for their particular needs, design the site tagging strategy, and implement the tagging and dashboard reporting structure.*

There are many valuable reasons for tracking web data:

- Understanding the appeal and clarity of website content
- Funneling traffic to specific calls to action
- Tracking campaign response
- Understanding geographic reach
- Measuring engagement among existing customers

## KEY BENEFITS



With more than 25 years of data science experience across a variety of industries - we know how clients want to use data and what makes a data asset valuable to them.



We are an **end-to-end data science service provider**. From tagging and tracking, to statistical data analysis, data engineering, and machine learning algorithms - we know the entire process from raw data to actionable results.



Whether you're a startup with potential to grow or a national company with more projects than you've got the bandwidth to support - **we're ready to help you take your web analytics to the next level.**



We are **Privacy Shield Certified** and work within the guidelines of HIPAA, the NYSDFS Cybersecurity Regulation, and all other applicable security frameworks.



Our **Data Science Acceleration Team** is a flexible, low-cost model to turn your data into actionable insights and decision triggers. We bring a mix of data scientists, engineers, and developers to client organizations, onsite as needed, to help solve data-intensive problems.



### EASY AND FAST

Get started ASAP. Just sign up for a team and we are sitting next to you, rolling up our sleeves, and making progress.



### CUSTOMIZABLE

We know that your needs can change — specialists swap in and out as needed for different aspects of the solution.



### LOW RISK

Try for 3 months at a discounted rate. No obligation and you can choose to terminate at anytime.



### DOMAIN EXPERTISE

25+ years of experience in banking, insurance, healthcare and retail — domain expertise to tackle the toughest problems.

**INDUSTRY  
EXPERTISE**



INVESTMENT  
BANKING



COMMERCIAL /  
RETAIL BANKING



ASSET  
MANAGEMENT



INSURANCE  
CARRIERS

Email [info@fulcrumanalytics.com](mailto:info@fulcrumanalytics.com) to get started today

Follow us on LinkedIn and Facebook to keep up with our blog posts or visit our website to learn more about how we can help accelerate your business



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