



**Analytics as a Service**  
Consulting successfully implemented!

## Expansion of competence for data-driven marketing – technology and consulting from a single source

Your benefits at a glance:

### Setting up analytics

- Provision of the digital analytics solution Netmind Core
- Support with the marking up of your website, marketing channels and campaigns
- Preparing digital reporting with exact data from all your channels, campaigns and applications
- Alignment of dashboards with your specific metrics

### Using analytics

- 100% data protection in the Mindlab cloud
- 100% data sovereignty over your data
- 100% conformity with EU GDPR

### Understanding analytics

- Regular reporting of key figures and deviations
- Personal support, also on site, by a dedicated contact person
- Strategic consulting to optimize your campaigns and digital business processes



start fast  
+ get it all

Result? Ready! Set!

### Do you want more ...

... insights into user behavior in your digital channels? Do you need support in evaluating your online marketing data? Weekly, monthly, continuously?

### Do you want even more?

With „Analytics as a Service“, we offer you a classic modular all-round carefree package. This starts with the use of the high-precision digital analytics solution Netmind Core and by far, does not end with strategic consulting by your personal Mindlab contact.

In addition to maximum data accuracy, we also offer absolute data sovereignty and data security in the Mindlab Cloud – of course, in complete compliance with the EU GDPR and your very individual requirements and possibilities.

### You want it all?

#### Contact us now:

You can reach us by phone: +49 (0)711 / 365 50 350 or at: [www.mindlab.de/en/contact](http://www.mindlab.de/en/contact).

Or, if you would like more information, visit our information page on the internet:  
[www.mindlab.de/en/service](http://www.mindlab.de/en/service).

## ABOUT MINDLAB SOLUTIONS

Websites, apps, social intranets – in companies they form the digital interface to customers and employees. Founded 20 years ago as a spin-off of the Fraunhofer IAO, Mindlab Solutions GmbH, based in Stuttgart offers digital analytics solutions to answer questions of digital transformation across all channels and devices. The proprietary Netmind Core software with its unique tracking technologies is the most precise and one of the most flexible and powerful analytics solutions on the market.

## MINDLAB SOLUTIONS GMBH

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DIGITAL ANALYTICS SOLUTIONS