



SwellPath approved to become a Google Analytics™ Certified Partner (GACP)
September 7, 2011

SwellPath, a web analytics services provider based in Portland, Oregon, today announced it is entering into a strategic agreement with Google to become a Google Analytics Certified Partner.

Clients working with SwellPath receive professional analytics implementation and consulting services for Google Analytics, a free, enterprise-class online measurement tool. Businesses of all sizes can work with a Certified Partner to receive professional, Google authorized training, implementation, and consulting services to make their websites and ad campaigns more effective. For more information, visit http://www.google.com/analytics/authorized_consultants.html

SwellPath offers custom, advanced and strategic measurement services to clients looking to increase their digital marketing and website performance. Whether you have an established in-house team or are just getting started, SwellPath's experienced team applies a proven approach to web analytics for a variety of businesses.

"We are excited to become part of the GACP program. Since day 1 we've been helping our clients get the maximum value out of their digital efforts with Google Analytics," said Adam Ware, SwellPath CEO, "it is great to have Google validate our expertise and bring us into the program."

"Google is really pushing the product by introducing features like multi-channel attribution, social sharing measurement, and custom variables," said John Koenig, VP of Marketing & Strategy at SwellPath, "our clients are really able to understand and improve their ROI through the use of our web analytics offering and Google Analytics."

About Google Analytics

Google Analytics tells you exactly how visitors got to your site and how they use it. It can help you identify bottlenecks and gives you ideas for improvements, leaving you to concentrate on your marketing campaigns and increase your returns. Google Analytics is an advanced, easy-to-use tool. The software has all the functions that you'd expect from an advanced web analysis package. For more information, visit www.google.com/analytics

About SwellPath

SwellPath is a digital measurement and marketing agency founded in 2009. The company provides analytics and search services. SwellPath clients include Jive Software, InFocus, KEEN, and Nike Golf. SwellPath is a results-driven organization, focused on helping clients get better measurement and a better return on their digital marketing activities. For more information email info@swellpath.com, or call 503.224.9204.