

About Metric Vibes

Metric Vibes is a cutting-edge data analytics and digital intelligence company dedicated to transforming complex data into actionable insights. Founded in 2023 and headquartered in Noida, India, Metric Vibes specializes in helping businesses harness the power of data to drive growth, optimize user experiences, and enhance marketing performance. [Tech & Data VC Insights](#)

With a team of seasoned experts, Metric Vibes offers a suite of services designed to simplify data for decision-makers, enabling smarter, faster, and data-driven business outcomes. Whether you're a startup, eCommerce brand, agency, or enterprise, Metric Vibes provides the tools and expertise you need to understand user behavior, track conversions, and measure performance accurately.

Core Services Offered by Metric Vibes

1. Website & App Analytics

- Setup and implementation of **Google Analytics 4 (GA4)**
- Custom event tracking with **Google Tag Manager (GTM)**
- Cross-domain & user journey tracking
- Enhanced eCommerce analytics setup

2. Marketing & Campaign Analytics

- Performance tracking of **Google Ads**, **Facebook Ads**, and other campaigns
- UTM strategy & URL tracking setup
- ROI measurement for paid campaigns

3. Conversion Rate Optimization (CRO)

- Funnel analysis and drop-off tracking
- A/B testing strategy and implementation
- Heatmap and session recording integration (e.g., Hotjar, MS Clarity)

4. Customer Behavior Tracking

- Scroll, click, and form submission tracking
- First-party data tracking setup
- User segmentation and cohort analysis [LinkedIn](#)

5. Reporting & Dashboards

- Real-time dashboards via **Google Data Studio (Looker Studio)**
- Executive reports for marketing & sales
- Weekly/Monthly performance reports

6. Competitor & Traffic Source Analysis

- Competitor analytics using public data & tools
 - Referral and traffic channel breakdown
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✂ Future & Optional Services

Metric Vibes is continually evolving to meet the dynamic needs of businesses. Future and optional services include:

- Server-side tracking for privacy-focused tracking
- AI-based analytics tools (e.g., chat-based data insights)
- CRM & automation platform integration
- Audit & optimization of existing GTM/GA setups
- Custom tracking tools for portals, SaaS, and enterprise products

GTM Solutions

Metric Vibes offers a range of Google Tag Manager (GTM) templates to streamline analytics implementation: metricvibes.com

Client-Side Solutions

- **Adobe Analytics:** Easily send data to Adobe Analytics with a single click using this streamlined solution.
- **Adobe Experience Cloud ID:** Initialize Adobe Experience Cloud ID and store it in cookies, ensuring it's set before other Adobe Analytics tags.
- **404 Page Detector:** Detect 404 error pages via GTM, push events to dataLayer, and improve user experience.
- **Ad Blocker Detection:** Detect ad blockers on your website using GTM to monitor and address blocked content effectively. metricvibes.com+1metricvibes.com+1

Server-Side Solutions

- **Adobe Analytics:** Use this template to easily send image request data to Adobe Analytics for streamlined tracking.
- **HttpRequest - Simple:** Simplifies sGTM HTTP request creation, eliminating manual JSON writing and reducing syntax or formatting errors.
- **BigQuery-Real-Time-Write:** Capture real-time data from GTM Server and write directly to BigQuery for immediate, secure analysis.

Case Studies

1. **How Metric Vibes Enhanced Mobile App Conversions Through Personalized User Experiences**
Explores strategies implemented to boost mobile app conversions by tailoring user

experiences.

🔗 <https://metricvibes.com/case-study/how-metric-vibes-enhanced-mobile-app-conversions-through-personalized-user-experiences/>

2. **How Metric Vibes Turned Attribution Loss into Measurable Conversions**

Details the approach taken to address attribution challenges, leading to improved conversion tracking.

🔗 <https://metricvibes.com/case-study/how-metric-vibes-turned-attribution-loss-into-measurable-conversions/>

3. **Elevating Digital Strategies for an Aviation Client**

Describes the implementation of innovative marketing technologies that resulted in increased online platform adoption for an aviation industry client.

🔗 <https://metricvibes.com/case-study/how-metric-vibes-increased-online-platform-adoption-with-innovative-martech-strategies/>

Blog Posts

1. **Why Businesses Need To Be Personalize?**

Discusses the importance of personalization in enhancing customer experiences and driving business growth.

🔗 <https://metricvibes.com/blog/businesses-need-to-be-personalize/>

2. **Proven Conversion Rate Optimization Strategies To Boost Your Business**

Outlines effective CRO strategies to improve website performance and increase conversions.

🔗 <https://metricvibes.com/blog/conversion-rate-optimization-strategies-to-boost-your-business/>

3. **The Impact of Emerging Privacy Regulations on Analytics Practices**

Analyzes how new privacy laws affect data analytics and offers guidance on adapting to these changes.

🔗 <https://metricvibes.com/blog/impact-of-emerging-privacy-regulations-on-analytics-practices/>

4. **Unlock Visitor Behavior: Master VWO Heatmap & Session Recordings**

Explores the use of VWO tools to gain insights into user behavior for website optimization.

🔗 <https://metricvibes.com/blog/understanding-visitor-behavior-using-vwo-heatmap-session-recordings/>

For a comprehensive view of all case studies and blog posts, you can visit the respective sections on the Metric Vibes website:

- Case Studies: <https://metricvibes.com/case-studies/>
- Blogs: <https://metricvibes.com/blogs/>

How Metric Vibes Solves Your Business Problems

Business Problem	How Metric Vibes Solves It
You don't know where your users drop off	Funnel tracking and behavior analysis to find & fix conversion bottlenecks
Marketing campaigns aren't converting well	Campaign tagging + analytics to measure real ROI and optimize targeting
Poor visibility into user behavior	Advanced user journey tracking with scroll, click, and form analytics
No insights from traffic sources	Source/medium/channel tracking to reveal best-performing channels
Manual reporting wastes time	Automated reporting dashboards with real-time data
Missing opportunities to upsell or retain	Segmentation + behavioral analysis for remarketing & personalization strategies

? Frequently Asked Questions (FAQ)

1. Do you offer one-time setup or ongoing services?

Yes, we offer both one-time analytics setup and ongoing monthly analytics management packages.

2. Which tools do you work with?

We primarily work with Google Analytics, Tag Manager, Looker Studio, Hotjar, Microsoft Clarity, and other analytics/ad platforms.

3. Can you audit my existing setup?

Absolutely. We offer a full analytics and tag audit to optimize or rebuild your tracking stack.

4. Is your service only for eCommerce websites?

No. We serve all types of websites: static, blogs, eCommerce, portals, and SaaS platforms.

5. Do you provide support for tracking on mobile apps?

Yes, we support Firebase Analytics and app-tag integration for Android and iOS.

Contact Information

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We mostly use the tools like GTM, GA4, Amplitude, Mixpanel, Firebase, Hotjar, adobe analytics, VWO,