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## RE: Poppies Audit

MM

Mark mKenzie

Thu 9/27, 9:07 AM

Rutika; Nazreen Imran Reply all | 

Inbox

You replied on 9/27/2018 1:35 PM.

This looks great.

Please:

1. Check through again so you are sure it's ready to send off.
2. Mark goals as a fail the should have many more goals – plus smart goals are not good enough for their needs. <https://www.lunametrics.com/blog/2017/05/23/google-analytics-adwords-smart-goals/>
3. Space out sections so it's a little more tidy.

Cheers,

Mark McKenzie

Senior Account Strategist

Absolute Analytics

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**From:** Rutika

**Sent:** Tuesday, September 25, 2018 4:07 PM

**To:** Mark mKenzie <[mark.mckenzie@absoluteanalytics.co.nz](mailto:mark.mckenzie@absoluteanalytics.co.nz)>

**Cc:** Nazreen Imran <[nazreen@absoluteanalytics.co.nz](mailto:nazreen@absoluteanalytics.co.nz)>

**Subject:** Re: Poppies Audit

Hi Mark,

Good Evening!

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Please find the attached Poppies Audit report.

I am not sure about the conclusion as the score is 6/10.

Kindly let me know in case of any corrections.

Regards,

Rutika

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**From:** Alex <[alex@oapgloal.com](mailto:alex@oapgloal.com)>

**Sent:** Tuesday, September 25, 2018 12:54:16 PM

**To:** Mark mKenzie

**Cc:** Rutika

**Subject:** RE: Poppies Audit

Hi guys,

All done, please check.

Best Regards,

Alex Artuyants

**Paid Search Specialist**

**O** +64 9 525 8818

**M** +64 20 411 43989

[Website](#) | [LinkedIn](#)



This email and any attachments are subject to [conditions](#).

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**From:** Mark mKenzie <[mark.mckenzie@absoluteanalytics.co.nz](mailto:mark.mckenzie@absoluteanalytics.co.nz)>

**Sent:** Tuesday, 25 September 2018 12:42 PM

**To:** Alex <[alex@oapgloal.com](mailto:alex@oapgloal.com)>

**Cc:** Rutika <[Rutika@absoluteanalytics.co.nz](mailto:Rutika@absoluteanalytics.co.nz)>

**Subject:** Poppies Audit

Sorry Alex, but can you please also add read access for this email address: Rutika [Rutika@absoluteanalytics.co.nz](mailto:Rutika@absoluteanalytics.co.nz)

Many thanks,

Mark McKenzie

Senior Account Strategist

Absolute Analytics

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