



## Joanne Casey

### GlowMetrics

GlowMetrics is a digital analytics agency, which specialises in helping businesses use their data to inform and optimise business performance. They offer a range of digital services including web analytics, social analytics and tag management.

Joanne Casey and her team at GlowMetrics work with businesses in a range of sectors, both nationally and internationally, to help them improve their online presence. Clients to date include: 98FM, Ibec, the University of Ulster, Barnardos, Kainos, SEAT, Silicon Republic and KBC among others. GlowMetrics have secured significantly sized accounts against considerably larger competitors in a wide variety of countries, such as the Philippines, Vietnam, Hungary, Ireland and UK.

The company is one of only three companies in Ireland awarded Google Analytics Certified Partner status. Its work has also been recognised through awards. GlowMetrics won "Best Business Growth Strategy by a Young Entrepreneur" at the Local Enterprise Office Awards and was a finalist in the First Trust Business Eye Awards 2015, Blacknight 2015 SME Awards, Eir Spiders 2014/2015 and Digital Media Awards 2016.

Joanne's vision is for GlowMetrics to be the leading data-driven marketing consultancy in Ireland, allowing businesses to see a clear, understandable and unified view of the interactions their customers make with them. She views this as being the single most important element that holds back businesses from creating trackable, accountable and more personalised marketing campaigns.

[www.glowmetrics.com](http://www.glowmetrics.com)

