

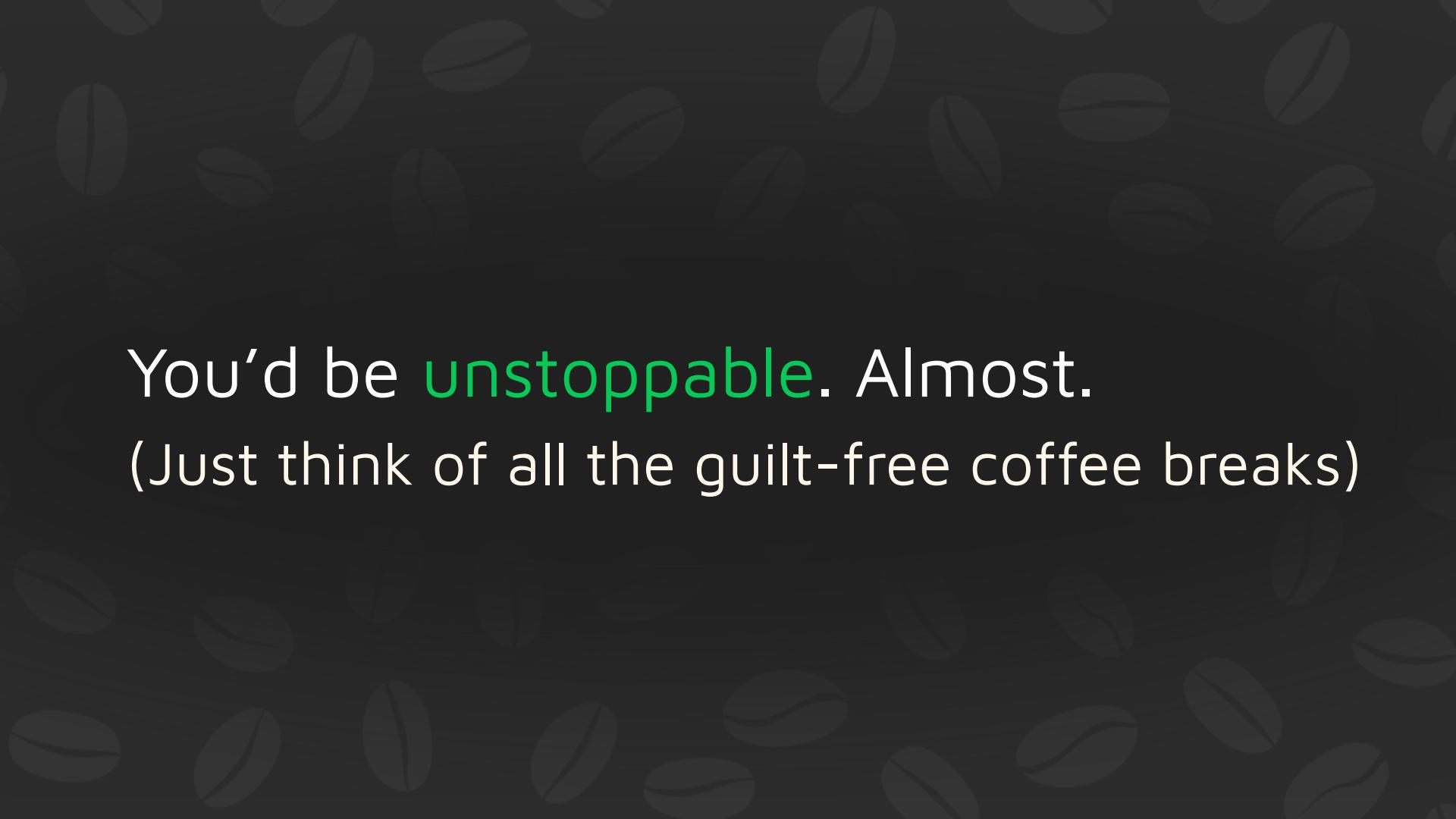


# Hello. We are Datalemon

We turn your **data** into **actionable insights**

A dark grey background featuring a subtle, repeating pattern of binary digits (0s and 1s) arranged in a grid-like fashion, creating a digital or data-oriented aesthetic.

Imagine how your work day would look  
if data wasn't holding you back...

The background of the image is a dark, solid color. Scattered across this dark surface are numerous coffee beans, which are rendered in a lighter shade of gray. The coffee beans are of various sizes and are distributed in a non-uniform, organic pattern, creating a sense of depth and texture.

You'd be **unstoppable**. Almost.

(Just think of all the guilt-free coffee breaks)



This **SHOULD**  
be you.

But for most of us,  
this isn't the case.

# We hear things like:

I have issues with misconfigured marketing pixels & tags. What now?

We've lost key user data during platform migration. Now our CRM is incomplete.

Our data is in such bad shape that we can't trust any of our metrics. Help!

Google Analytics 4 is tracking fewer purchases than our backend logs.

We want to track the user journey post-registration to see if they became a paying customer.

AHHHHHHHHH!

I'm struggling to get anything done because our R&D & data teams don't prioritize my requests.

## Meet Datalemon

# That's where we come in

We're what you get when you combine a data analyst, data scientist, data engineer, marketing automation specialist and full stack developer with some good, old-fashioned people skills and a killer sense of humor. It's like having your own team of dedicated data pros at your fingertips.



## Huh?! But what do we actually do:



Use our data superpowers to show you where users are coming from



Turn broken or siloed data into insights you can actually use



Help you see what your users are doing on your website



Help you boost (cha-ching) your bottom line and more ...

## Who we serve

# But what if I'm not a data person...

That's okay. Some of our favorite people aren't data people. And the good news is we can help almost everyone from complete beginners to data ninjas who know their stuff.

*We help (to name a few):*



### Marketing teams

Ensure pixels & tags are implemented for campaign tracking & optimization



### Product teams

Track user behavior & identify drop-offs in the user journey to optimize the funnel



### Startups

Get a team of data experts without having to hire any more employees.



### Ecommerce

Uncover trends and patterns in your data so you can unlock more revenue.



### Enterprise

Boost your team's productivity by outsourcing time-consuming data issues.

## Why us

# Not your average data company

There's no shortage of people who can geek out about data. But we do so much more than just geek out. We're the team members you didn't know you needed but soon won't be able to live without.



## We are:



A complete solution



Ready to take on big projects  
(we have capacity)



Able to support  
almost all tools



Strategic, problem-solvers

## Tools we support

# Data is our love language

Not to brag, but we have some serious superpowers. But you don't have to take our word for it. There's almost no problem too big or tool too complicated for our team. Check out some of the tools we support.



### Marketing Pixels

Meta  Google Ads 

Microsoft  LinkedIn 

  Quora 



### Data Analysis and visualization

Looker  Google Analytics 

 + a b l e u Power BI 

 SUPERMETRICS 

 Fivetran

### Data platforms

Google Big Query 

Segment 

mparticle 

Stape 

Google Tag Manager 

### Privacy

Cookiebot by Usercentrics  

 USERCENTRICS

## Problems we solve

# You're in the right place

Yes, we're all about the tools. We can love on tech all day. But it's so much bigger than that for us. It's about the problems we solve. And when it comes to anything data that's broken, we've got you covered.

## Meet Our Superpowers

### Advanced Server-Side Tracking

Collect accurate user data with marketing pixels that bypass browser limitations while complying with privacy regulations.

### Dashboards & Visualizations

Transform data overwhelm into actionable dashboards for smarter decisions.

### Marketing Performance Optimization

Get actionable insights you need to enhance and optimize campaigns.

### User Experience Research

Uncover user needs, motivations, and behaviors to create intuitive products.

### Attribution and Optimization

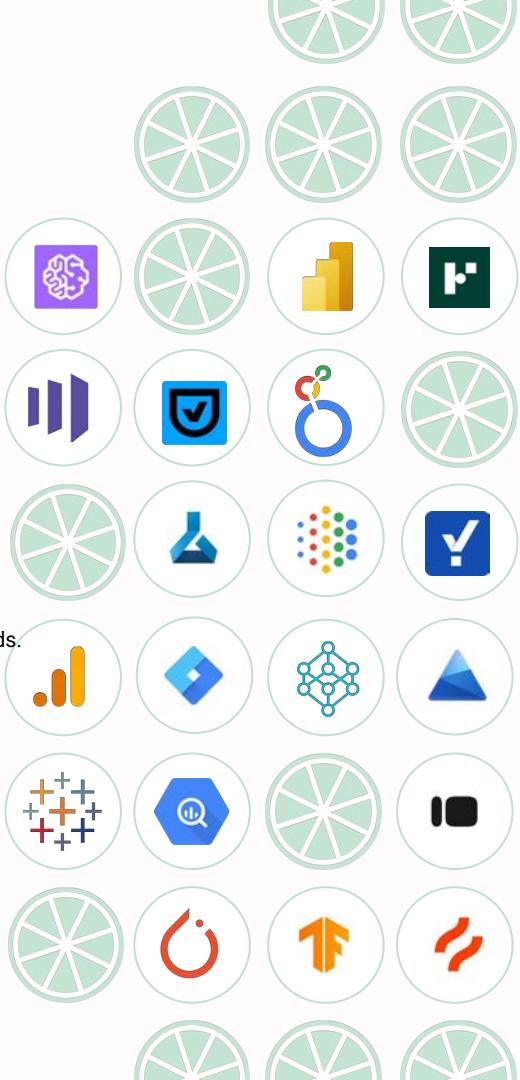
Understand which channels and touchpoints drive value for smarter marketing strategies.

### Privacy and GDPR Compliance

Ensure data complies with GDPR and other industry standards.

### Data Warehousing & Data Engineering

- Ensure you have the infrastructure to store, access, and analyze data as you scale.
- Leverage AI & ML for personalized recommendations, predicting trends, and automating decision-making



## How we do it

# What you can expect

We might be data-driven fanatics, but at our core we're problem solvers. For us, that means process is everything. We know our stuff and we have a repeatable system to ensure you get results. Everytime.

**Your problem + Our process = Success!**

*Our three step process goes like this:*



### Diagnose

We analyse your data to see what's working, what needs to be optimized & where the opportunities are.



### Implement

We get to work on your campaigns, setting up tools, dashboards and data tracking to boost performance.



### Tweak & Optimize

We track KPIs, analyze results, and update strategies to ensure optimal performance. Rinse and repeat.

## Testimonials

# Bragging rights

If you ask us (or our moms) we'd say we're rockstars. But maybe we're a little biased. And that's where all this love from our happy clients comes in. These success stories speak for themselves.



“

**Working with Datalemon has enabled us to become a data-driven organization.**

”

*“Working with Datalemon has enabled us to become a data-driven organization. They helped us implement GA4 across five subdomains, solve our attribution issues, implement Conversion API, audit Tag Manager, and build a database.*

*Their strategic advice on data projects, expert knowledge, responsiveness, and dedication has made Datalemon a trusted partner. Projects that would take years to implement in-house have taken mere months and weeks, and we are full speed ahead with achieving our data goals.”*

**University of the People**

Rita Job | Digital Experience & Marketing Operations Leader.



## Testimonials

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*We're super happy with the service Datalemon provided us in connecting our website with Google Analytics 4 and GTM. Their expertise made the otherwise supre tricky integration seamless, guiding and equipping us with the tools for effective user acquisition.*

*Datalemon's service has been instrumental in a critical moment for our web product and we highly recommend them for any company looking to wire their online marketing properly.*

**Bazaart**

Gili Golander | Co-founder, CMO.

“

*Their expertise made the otherwise supre tricky integration seamless, guiding and equipping us with the tools for effective user acquisition.*

”

## Testimonials

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“

***I handed our most mysterious data problems to the Datalemon team with minimal guidance. Every time, they returned with valuable insights and corrective guidance based on their rich experience.***

”



*Working with Datalemon took a lot of pressure off my team. I handed our most mysterious data problems to the Datalemon team with minimal guidance. Every time, they returned with valuable insights and corrective guidance based on their rich experience.*

*I didn't have to figure out why our web tracking was double counting or worry about weird order numbers from Firebase - Datalemon handled it all. They worked independently, allowing my team to focus on data science, not debugging.*

*Datalemon also helped improve trust in our data. With proper explanations for anomalies, we fixed bugs and made sense of our reports, making everyone happy.*

**Zedge Inc.**

Georgina Armstrong | Head of Data.



Happy Clients

# Look Mom - We're Legit

You can only say, "We're the real deal," so many times before you get sad looks. So we won't go there. Say hello to our happy clients. And if you do reach out to them, send them our love.



UNIVERSITY  
OF THE PEOPLE



KEYZAR



Epoch



B.unique  
Shoes



INGLOT



SELECTIKA



משרד  
הבריאות  
הישראלית

שירות התעטוקה הישראלית



Meet the team  datalemon

# Connecting the dots

If you made it this far, you must be curious to know more about the data-loving minds behind Datalemon. Hello! We're a small but mighty team that lives to solve big problems and is always down for a good cup of coffee.



**Daniel Saada**  
Co-Founder & CEO



**Yaron Shrem**  
Co-Founder & Managing Partner



**Shalev Saada**  
Measurement  
Implementation Lead



**Roy Hizky**  
Full Stack Developer



**Maxime Bombrun**  
Data Scientist



**Anna Ivanova**  
Senior Data Analyst



## FAQ

# We thought you'd never ask

## What types of data does Datalemon analyze?

We're super versatile. Throw almost anything at us from extracting marketing data and working with complex raw data to building advanced, customized solutions and even AI. We do it all.

## What makes Datalemon's approach unique ?

We're hands-on doers who geek out about data. We're your one-stop shop that goes beyond the basics. And don't worry - we're here for any hand-holding you may need.

## What's the answer to life, the universe, and everything?

42, of course

## How can I work with you?

We're flexible and offer several options tailored to your needs, including a fixed price, hourly billing, and a retainer option.

## How can Datalemon improve my marketing campaign performance?

We don't do marketing. We're the people you come to to make sense of your data and get a better picture of your marketing performance.

## How can I get started?

Yay! Reach out and let's set up a discovery call.  
[GET STARTED NOW](#)

## What industries does Datalemon serve?

A wide range of industries, including retail, e-commerce, financial services, and B2B businesses. But hey - any company looking to leverage data can benefit from our services.

## Who owns my data?

You do. Always. It's your data. It's your project. We just step in to provide kick ass support as needed.



GET STARTED

## Talk Data to Me

**Data** has a bad reputation—and for good reason. The **overwhelm** is real. If you're like most companies, you're **drowning** in spreadsheets and analytics, **struggling** to make sense of it all. And that's where we come in. So, are you **ready to do more** with your data?

[BOOK A CALL](#)



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