

# Contractor Profile – CUAICTS2021

## Digital Balance Australia Pty Ltd

ACN: 619 842 376

ABN: 38 619 842 376

## Categories

1,2

## Contact information

**Contact Person:** Jerome Richard, Managing Director

**Telephone:** 9227 8073

**Mobile:** 0438 932 839

**Email:** [jerome@digitalbalance.com.au](mailto:jerome@digitalbalance.com.au)

**Website:** [www.digitalbalance.com.au](http://www.digitalbalance.com.au)

**Postal Address:** Level 7, 182 St Georges Terrace, Perth, WA, 6000

**Orders Via:** Email (preferred), online at [www.digitalbalance.com.au](http://www.digitalbalance.com.au) or phone

**Hours:** 9.00am to 5.00pm Monday to Friday

**Additional Information:** Small business

## About us

Digital Balance is a specialist digital data and analytics consultancy based in Perth since 2011.

We help you and your team become data driven and insights led across the 4 pillars of Strategy, Data and Technology, Process, People and Culture. We work strategically and tactically and can work onsite as part of your team or offsite. We are happy to work on once off projects or part of a larger program of work – we thrive on empowering your people and collaborating with your teams.

We are technology agnostic – allowing us to provide independent and unbiased strategic advice.

Specialist industries including Education, Government and Insurance.

## Skills, experience and services

We provide services including strategic consulting and advice, data audits and insights, implementations, workshops, training, frameworks and data governance across numerous platforms.

Highly skilled in Adobe Analytics, Google Analytics, Google Tag Manager, GA360, Adobe Audience Manager, Adobe Target, DMP implementation and configuration, CDP implementation and configuration, MarTech platforms, Data and Digital Transformation, Marketing Transformation, Tag Management, GDPR, CCPA, Browser Cookie changes, Tableau, A/B Testing and Personalisation processes and frameworks, and Data visualisation, reporting and dashboards.

Over 10 years experience in the data and analytics arena with our consultants certified by Google, Adobe, Tealium, Domo, Ensignten, Optimizely, Full Story and ObservePoint.

## Industry partners or affiliations

Adobe Experience Cloud ; Google Marketing Cloud Solutions ; Ensghten ; Tealium ; Domo ; Optimizely ; FullStory ; ContentSquare ; ObservePoint ; One Trust

## Industry certifications and/or qualifications

Description	Level/Type	Acquired since
Adobe Experience Platform (1 employee)	Not applicable	05/20
Adobe Certified Expert – Audience Manager Business Practitioner (1 employee)	Not applicable	12/18
Adobe Certified Expert – Analytics Developer (2 employees)	Not applicable	01/17
Adobe Certified Expert – Target Business Practitioner (2 employees)	Not applicable	08/17
Adobe Certified Expert – Adobe Analytics Business Practitioner (2 employees)	Not applicable	06/18
Tealium iQ Certification (2 employees)	Technical User Certification	03/20
Certified Tealium Audience Stream Professional (2 employees)	Not applicable	03/20
Google Analytics (1 employee)	Not applicable	08/19
Advanced Google Analytics certification (1 employee)	Not applicable	09/19
Google Tag Manager certification (1 employee)	Not applicable	09/19

## Major clients

Tourism Western Australia, Electricity Generation Retail Corporation (Synergy), Australia Post, Murdoch University, Rottneest Island Authority, Swinburne University, University of Melbourne, BUPA, and SBS.

## Delivery point

Perth Metro

Avon-Midland

## Insurance cover

Policy Type by Risk Level	High Cover
Public Liability	\$20 million
Professional Indemnity	\$5 million
Workers Compensation	\$50 million