

Your business performance, **effortlessly** analysed.



Parsora analyses your data for you and delivers clear, prioritised findings called Parses. Skip the spreadsheets and see what changed, why it matters and where it came from.

THERE'S MORE
IN YOUR DATA.



No manual analysis

Focus your time on what matters most.



Analysis first, then explanation

Balanced insights, grounded in data.



Only what matters

Findings that deserve your attention.



Evidence included

Every finding is backed by the relevant data.

EXAMPLE PARSES

TURNING DATA INTO MEANINGFUL INSIGHTS



PAID SEARCH

Paid Search traffic stayed broadly stable. Conversion efficiency weakened.

48,600 sessions — just 4% lower than the previous period.

Conversion rate fell 31%.



ECOMMERCE JOURNEY

Product interest grew. Purchases didn't.

Product views rose 20%.
Add-to-basket activity rose 11%.

Purchases did not increase meaningfully.



DEVICE

Mobile drove far more conversions than its traffic share suggests.

Around 35% of sessions came from mobile.

Yet mobile accounted for around 83% of conversions.

Parsora doesn't just report; **it makes sense of your data.**

Different connections. One business story.

MORE
CONNECTIONS.
CLEARER
DECISIONS.

Each data source gives Parsora a different view of your business.
See more than numbers: understand how traffic, advertising, search
visibility and product performance fit together.



Google Analytics 4

Understand traffic, conversions and revenue performance.



Google Ads

Analyses advertising spend alongside results and highlights inefficiencies.



Google Search Console

Connects search visibility, clicks, queries and page performance.



Merchant Center

Shows which products gain more visibility and where product-level opportunities lie.



MORE ON THE WAY

Each new connection adds to the business picture.



Shopify

Coming soon



Meta Ads

Coming soon



Amazon

Coming soon

Each connection adds a new perspective;
Parsora brings them into one analytical story.

No integration project. Ready in minutes.

No lengthy technical setup. Connect your data sources in a few clicks, share a little business context and let Parsora begin the analysis for you.

GET STARTED IN 5 SIMPLE STEPS

TURN YOUR DATA INTO VALUABLE INSIGHTS

1



Connect

Link your data source in a few clicks.

2



Choose a property

Select the GA4 property you want to analyse.

3



Add business context

Share a little about your goals and sector.

4



Data Health check

Parsora checks the data and flags potential issues.

5



Get your FREE Deep Dive

Your comprehensive analysis is ready in minutes.

Your free Deep Dive

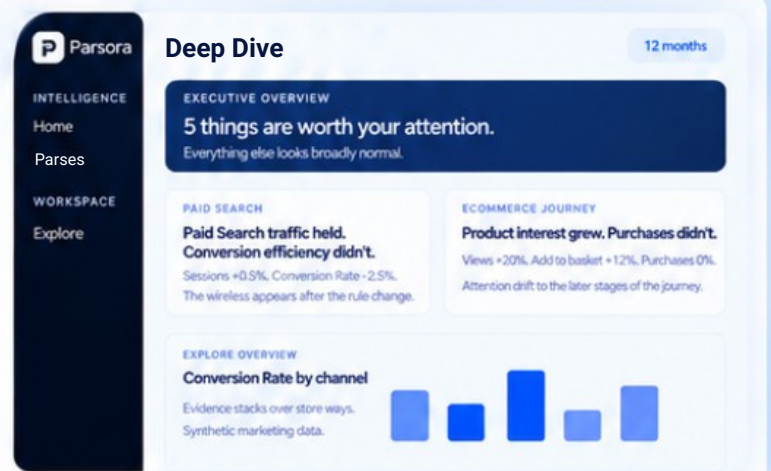
- ✓ One free review per organisation
- ✓ For an eligible GA4 property
- ✓ Up to 12 months of history
- ✓ Prioritised Parses
- ✓ Explore evidence and a PDF



No card required



No automatic subscription

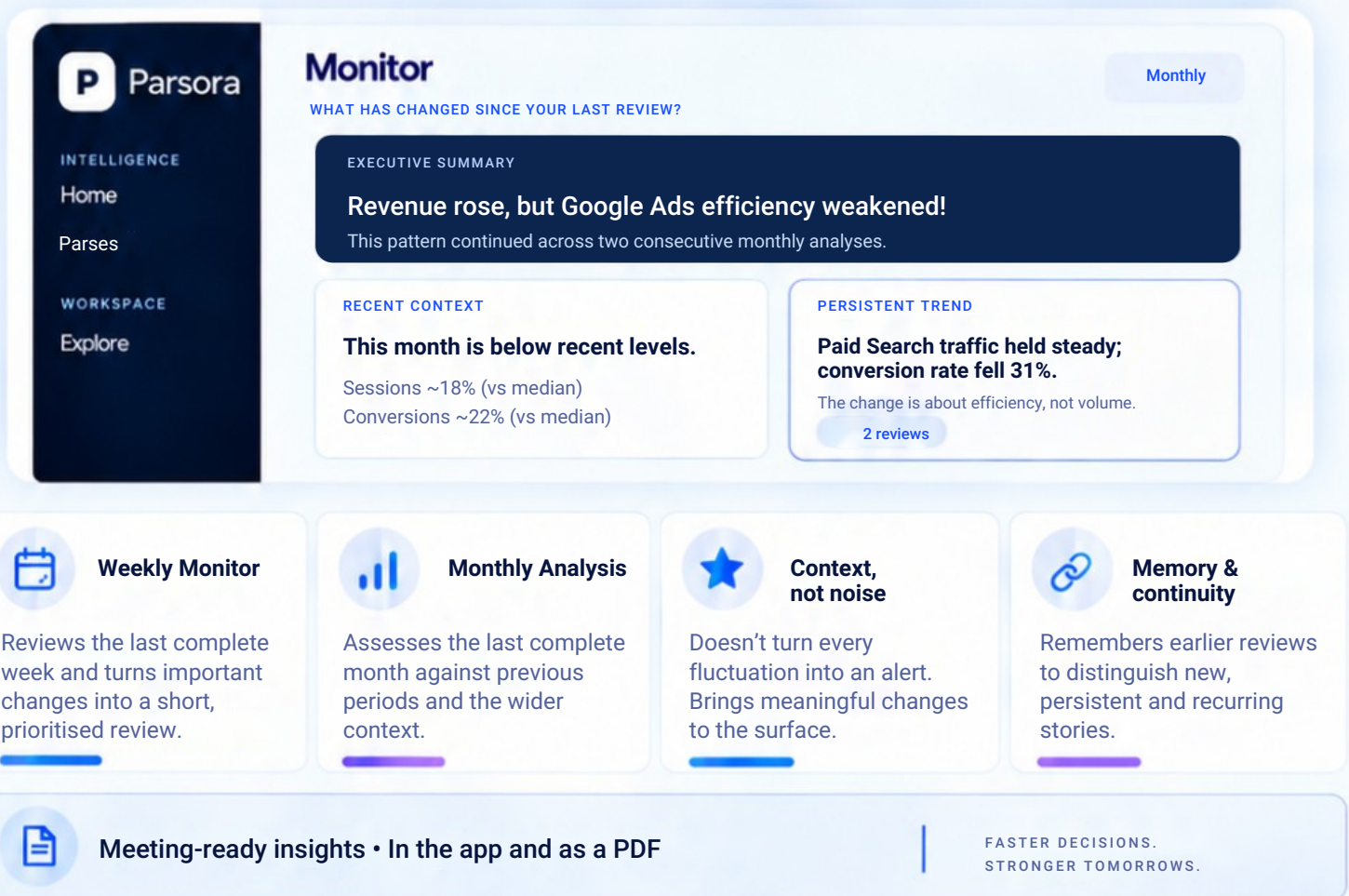


The first step is free. See the value for yourself!

After your Deep Dive, **Parsora Monitor** takes over.

No need to prepare a new report every week or month. Parsora reviews your connected data sources and brings you only the findings that deserve attention, on your preferred day.

THERE'S MORE
IN YOUR DATA.



The screenshot shows the Parsora Monitor interface. On the left is a dark sidebar with the Parsora logo and navigation links: INTELLIGENCE (Home, Parses), WORKSPACE (Explore). The main area is titled 'Monitor' with a 'Monthly' filter. Below the title is the question 'WHAT HAS CHANGED SINCE YOUR LAST REVIEW?'. The first section, 'EXECUTIVE SUMMARY', highlights 'Revenue rose, but Google Ads efficiency weakened!' with a note that this pattern continued across two consecutive monthly analyses. Below this are two boxes: 'RECENT CONTEXT' stating 'This month is below recent levels.' with sessions at ~18% and conversions at ~22% (vs median), and 'PERSISTENT TREND' stating 'Paid Search traffic held steady; conversion rate fell 31%' with a note that the change is about efficiency, not volume, and a link to '2 reviews'. At the bottom are four feature cards: 'Weekly Monitor' (reviews last week), 'Monthly Analysis' (assesses last month against previous periods), 'Context, not noise' (doesn't turn every fluctuation into an alert), and 'Memory & continuity' (remembers earlier reviews). A footer bar mentions 'Meeting-ready insights • In the app and as a PDF' and 'FASTER DECISIONS. STRONGER TOMORROWS.'

Monitor Monthly

WHAT HAS CHANGED SINCE YOUR LAST REVIEW?

EXECUTIVE SUMMARY

Revenue rose, but Google Ads efficiency weakened!
This pattern continued across two consecutive monthly analyses.

RECENT CONTEXT

This month is below recent levels.
Sessions ~18% (vs median)
Conversions ~22% (vs median)

PERSISTENT TREND

Paid Search traffic held steady; conversion rate fell 31%.
The change is about efficiency, not volume.
[2 reviews](#)

Weekly Monitor
Reviews the last complete week and turns important changes into a short, prioritised review.

Monthly Analysis
Assesses the last complete month against previous periods and the wider context.

Context, not noise
Doesn't turn every fluctuation into an alert. Brings meaningful changes to the surface.

Memory & continuity
Remembers earlier reviews to distinguish new, persistent and recurring stories.

Meeting-ready insights • In the app and as a PDF

FASTER DECISIONS.
STRONGER TOMORROWS.

Parsora Monitor handles the recurring analysis;
you focus on what matters.



Pricing

Your first Deep Dive is free.
Keep the analysis running with Monitor.



Your first Deep Dive

£0
Free

- ✓ Once per organisation
- ✓ For an eligible GA4 property
- ✓ No card required
- ✓ No automatic subscription

Start risk-free.
See the value
for yourself.



Monitor

Ongoing insights. Regular analysis. Stay one step ahead.



Monthly billing

£35 / month

- ✓ Weekly Monitor + Monthly Analysis
- ✓ Prioritised Parses and evidence
- ✓ In-app reviews + downloadable PDFs
- ✓ Deep Dives purchased separately



Annual billing

★ Save 17%

£29 / month
£348 billed annually

- ✓ Weekly Monitor + Monthly Analysis
- ✓ Prioritised Parses and evidence
- ✓ In-app reviews + downloadable PDFs
- ✓ One Deep Dive credit per year



Extra Deep Dive

£59 / review

One-off payment · Up to 12 months of history

Start with your free Deep Dive.
Then keep the analysis running.