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End-to-end analytics
Prices 2026 · inreallab

8.1 Web analytics and end-to-end analytics

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Basic Yandex Metrica setup	$130 – $500	**$190**	per project
Advanced goals and events (e-com, dataLayer)	$190 – $750	**from $380**	per project
Dashboards (DataLens/Looker-type)	$380 – $1,500	**from $500**	per dashboard
Web analytics audit	$190 – $650	**$250**	per project
Turnkey end-to-end analytics	light (1–2 channels, call tracking) $380 – $650; full with CRM/telephony/dashboards $1,500 – $3,800 + subscriptions	**from $1,500 (full implementation)**	per project
Call tracking connection	$190 – $500	**$250**	per project
BI dashboard (ROMI/channels/cohorts)	$650 – $6,300	**from $750**	per dashboard
Data engineering: ETL, data cleaning and BI data marts (corporate turnkey BI+ETL from 1 mln+)	$1,300 – $6,300	**from $1,500**	per project
Analytics on a monthly retainer	$190 – $750/month	**$320/month**	per month

> **Platform subscriptions (TCO):** Yandex DataLens — Community free (small/non-commercial), Business ~990/month per active user (cloud), Enterprise on-premise from ~1,6 mln/year. The platform subscription is added on top of the dashboard/analytics setup fee — stated in the quote as "turnkey + subscriptions".

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey Google Analytics 4 (GA4) setup	$190 – $650	**from $250**	per project
Google Tag Manager setup (container, tags, triggers)	$130 – $500	**from $190**	per project
Server-side tracking (Server-Side GTM, bypassing blockers/ITP)	$380 – $1,500	**from $500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Enhanced E-commerce setup (product page→cart→payment, dataLayer across funnel stages)	$190 – $750	**from $320**	per project
Micro-conversion tracking (phone/email clicks, form submissions, downloads)	$65 – $250	**from $100**	event pack
UTM tagging and tag templates (generator, naming standard by channel)	$40 – $190	**from $65**	per project
Sending conversions to Yandex Direct (auto-goals, key goals, bid optimisation)	$130 – $440	**from $190**	per project
Offline conversion setup (uploading deals from CRM into Yandex Metrica/Direct)	$190 – $650	**from $250**	per project
CRM integration (amoCRM/Bitrix24) with end-to-end analytics	$250 – $1,000	**from $380**	per project
Turnkey Roistat implementation (end-to-end on the platform)	$380 – $1,300 + subscription from $85/month (Basic ~$110)	**from $500**	per project + subscription
Dynamic call tracking setup (Calltouch/Comagic: number pool, number swapping)	$190 – $500 + software subscription from ~$90/month and number rental ~500/month	**from $250**	per project + subscription
Automated ad spend import via API (Yandex Direct, VK Ads, Telegram Ads)	$190 – $750	**from $250**	per project
BI connector setup (MyBI/Renta/OWOX/Coupler) for data export	$250 – $1,000 + connector subscription ~$20 – $65/month	**from $320**	per project + subscription
Raw data export (Metrica Logs API → ClickHouse/BigQuery)	$500 – $1,900	**from $650**	per project
Attribution model setup (last-click, first-click, linear, data-driven)	$190 – $650 (almost never sold standalone; part of BI/end-to-end)	**from $250**	per project
Cohort and RFM analysis (retention, LTV by cohort)	$250 – $900	**from $380**	per project
Dashboard in Microsoft Power BI (separate platform)	$500 – $2,500	**from $650**	per dashboard
Report/dashboard in Looker Studio (Google Data Studio)	$250 – $1,000	**from $380**	per dashboard
Reporting automation in Google Sheets (connector + pivots)	$190 – $650	**from $250**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
A/B testing setup (Yandex Varioqub: hypotheses, segments)	$190 – $650	**from $250**	per test
Cookie banner and consent mode (collecting consent + correct handover to analytics)	$65 – $320	**from $130**	per project
Alerts and metric anomaly monitoring setup (traffic/conversion drops)	$130 – $440	**from $190**	per project
Marketplace analytics (Wildberries/Ozon: sales dashboard, SKU unit economics)	$380 – $1,500	**from $500**	per project
Training the client's team to work with the dashboard/analytics	$130 – $500	**from $190**	per session

8.7 CRO and A/B testing

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
CRO audit + hypothesis map (one-off)	$250 – $900	**from $490**	per project
A/B / multivariate test (one-off experiment)	$190 – $600	**from $180**	per test
CRO retainer "Growth" (2–3 A/B tests/month)	from $1,000/month	**from $900/month**	per month
CRO retainer "Maximum" (3–4 tests + funnel + lead generation)	from $2,000/month	**from $1,700/month**	per month
Performance uplift fee: % of the revenue increase (option)	up to 10% of the uplift (negotiable)	**from 5% of the uplift**	option

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Express UX/usability audit (heuristic, against Nielsen's checklist)	$130 – $380	**from $190**	per project
Moderated usability testing with real respondents (5–8 people, recruitment + sessions + report)	$500 – $1,900	**from $650**	per project
Unmoderated usability testing (online services of the AskUsers/Fabuza type), per respondent	300 – $20/respondent	**from 900**	per respondent

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Behaviour analysis: session recordings + click/scroll/mouse maps (heatmaps)	$130 – $380	**from $170**	per project
Conversion funnel analysis (funnel analysis in Yandex Metrica/GA, finding bottlenecks)	$190 – $500	**from $190**	per project
Setting up goals, events and micro-conversions for CRO measurement	$65 – $250	**from $90**	per project
CustDev / in-depth customer interviews (per interview, with transcript and insights)	$40 – $130/interview	**from $65**	per interview
On-site surveys and NPS: set-up, collection and analysis	$130 – $380	**from $130**	per project
Design mockup(s) of the variant(s) for an A/B test (new block/screen/landing page)	$130 – $500 per variant	**from $170**	per variant
Technical implementation of a test variant (markup + rollout via tag manager)	$100 – $380 per variant	**from $130**	per variant
Split test setup in the tool (Varioqub/Yandex experiments, VWO, AB Tasty)	$65 – $250	**from $100**	per test
Statistical analysis of test results + report with a recommendation (significance, uplift)	$65 – $250	**from $100**	per test
Hypothesis prioritisation by ICE/PIE + CRO roadmap	$190 – $500	**from $190**	per project
Lead form / checkout optimisation for conversion	$190 – $650	**from $240**	per project
CRO of a product/category page (e-commerce)	$250 – $750	**from $300**	per project
Landing page rework for conversion (CRO redesign: prototype + design + markup)	$500 – $1,500	**from $490**	per project
Mobile version conversion optimisation as a separate job	$250 – $750	**from $300**	per project
Website personalisation setup by segment (dynamic content/offers)	$380 – $1,300	**from $440**	per project
Competitive CRO benchmarking (review of competitors' conversion solutions)	$190 – $500	**from $190**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
CRO workshop / training the client's team in the testing process	$250 – $750 per session/group	**from $320**	per session

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи