

# Catchi further expands team with Senior Digital Analyst professional Isikeli Raicebe

Today Catchi Limited announced the appointment of digital analyst Isikeli Raicebe in a newly created role in response to growing demand from their clients.

Having 10+ years of business and digital analytics knowledge, Isikeli brings a highly specialised view of Data analysis and digital insights, which is an excellent addition to the highly specialised team at Catchi. His unique experience will help clients understand their data better, ensure their tracking is set correctly and to its full potential and that it is interpreted the right way, leading to advanced insights and opportunities for action.

Isikeli also has extensive experience with platform installations, such as Google Analytics Premium and Adobe Analytics which he will be able to apply straight away after Catchi signed a large Google Analytics Premium implementation project with a large Australian Company being the only Google 360 partner. Isikeli will also be working across the Catchi client base in New Zealand.

"Over the last five years, we have built an amazing track record here in New Zealand and more recently in Australia as the only dedicated Optimisation Specialist. Our Digital Conversion Specialists pioneer Conversion Programs for our high profile clients such as IAG, Fairfax, Southern Cross and Les Mills, however we've seen a growing awareness of and demand for in-depth Digital Analytics work, which led to the decision to create a dedicated Digital Analyst role in our team. Acquiring a strong player like Isikeli with substantial skills and knowledge is a very exciting step in solidifying and growing our market position and enables us to offer even more diversified, data-driven programs", says CEO Cornelius Boertjens.

Isikeli says, "Joining Catchi made sense to me given how integrated digital analytics is to the Catchi methodology and our approach to Conversion Rate Optimisation. Bringing in analytics into our product offering is a natural fit and it's very exciting for me to not only help our clients but also contribute to Catchi's vision of being an agency that is performance driven, data-orientated and seen as the SME in the field. Personally, I see New Zealand following the same path in terms of digital analytics maturity that Australia, where most of my professional career has been, has forged and I see it as a great opportunity for local businesses to learn about and optimise their website towards their customers, moving beyond pure inbound traffic strategies."

## About Isikeli Raicebe

Having worked in corporate and agency roles in both Australia and New Zealand, Isikeli brings with him 10+ years of business and digital analytics knowledge. He sees analytics as a tool that drives insights into helping businesses achieve commercial outcomes and is passionate about commentary around what the numbers actually mean.

His experience within analytics is broad from implementation, planning and execution to presenting to clients on customer journeys. Coupled with his CRO experience, Isikeli has a unique perspective and is able to advise our Specialist team how digital analytics can drive optimisation programs and use data to identify points of opportunity to increase ROI.

## About Catchi

Catchi helps companies to optimise their website(s), resulting in a higher percentage of visitors taking the action their clients desire. They are Australasia's leading specialists in Digital Conversion Optimisation (Conversion Rate Optimisation or CRO), which is a science and an art that requires a specialist team to get you the best and fastest results. Catchi is the chosen CRO partner for companies such as Fairfax, Les Mills International, Health 2000, Lotto NZ, Southern Cross Health Society and NZTE, amongst others.

## Contacts

Cornelius Boertjens  
+64 9 972 1468  
mailto: info@catchi.digital