



SHOP MONITOR

STRATEGIC WEB SHOP CONTROLLING – TRIED AND TRUSTED

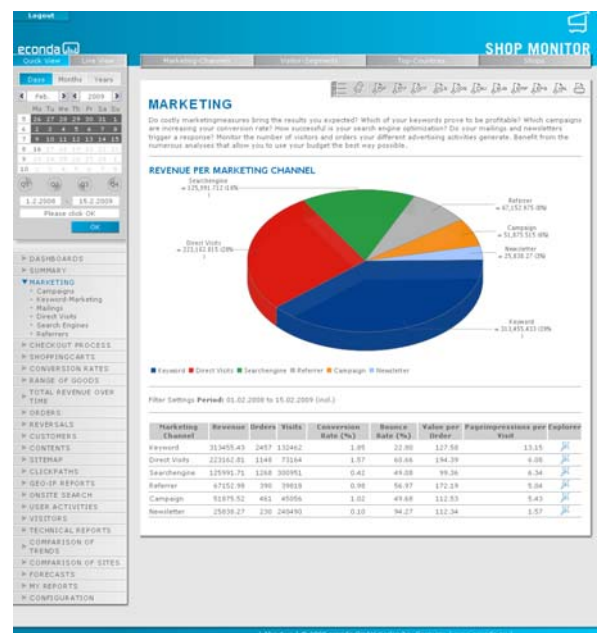
The econda Shop Monitor is one the leading solutions for controlling of online shops. Approved by hundreds of customers it provides shop administrators with all relevant information enabling them to increase conversion rates and online-revenue, to minimize marketing costs and to detect click-fraud. Our experiences show that doubling the conversion rate is feasible by means of continuous analysis and targeted optimization of the purchasing process, of the internal search function and of the diverse online-marketing activities. The econda Monitor has the answers to all success-critical questions with respect to controlling:

- Which online advertisement campaign generates revenue, brings orders and customers?
- Which keywords pay off and which produce nothing but traffic and costs?
- Do partners – such as price comparison portals – present you correct numbers?
- Which of my Google partners prove to be efficient, which are unprofitable?
- At which point do prospective customers abort the purchasing process?
- Am I a victim of click fraud?
- How many shopping carts are being abandoned and what is their value?
- Which products have good Conversion Rates?
- Which content categories of my shop are particularly popular?
- How do individual customers, visitors and users navigate through the shop?

FEATURES

All modules of the Shop Monitor Family...

- ... are multi-client capable, scalable and exact
- ... provide realtime tracking (delay appr. 2 minutes)
- ... present fast results – due to aggregated data storage even for high traffic sites
- ... distinctly point out ways for optimization
- ... provide graphic representation in more than ten different chartformats
- ...are barrier-free in terms of IT Accessibility Directive
- ... allow use of First Party Cookies
- ... allow tracking of an unlimited number of campaign channels, AdWords, websites, products, searchterms and website objectives
- ... always offer full functionality and all analyses in their entirety, regardless of the traffic package selected. Even with basic packages (for shops with up to 50.000 PIs per month) all features are available and growth is possible without hidden extra costs



Interface Shop Monitor





SHOP MONITOR

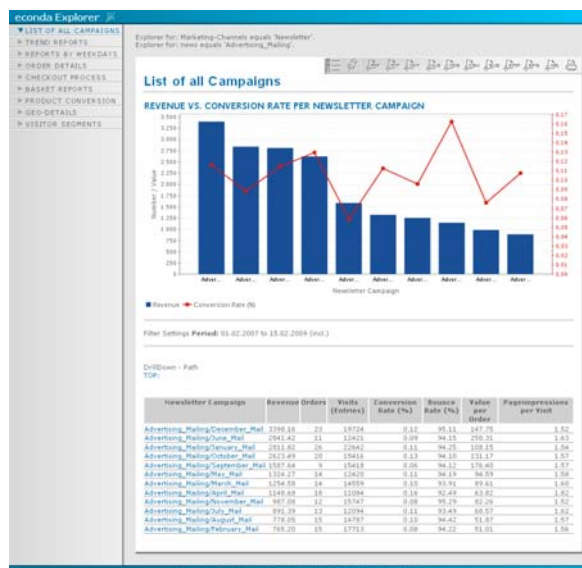
Functions

- econda Dashboards: configure your dashboards - your most relevant analysis clearly structured and displayed on one single page (including Email Reports, filter options, comparison view, etc.)
- Email Reports: send your free configurable, relevant shop monitor analyses automatically to one or more recipients. Define the number of analyses and also the frequency.
- **New:** econda Prognosis: your reliable outlook of the future development of key figures like orders, turnover and conversion rate – summed up or individually selected, e.g. for a certain campaign or a special search engine.
- **New:** econda Expert Mode: create and save your own analysis and reference period. Create your own display of key figures in charts and spreadsheets.
- **New:** Integration of returns & order cancellations: direct integration of any order cancellations and returns into your analysis; you can make your decisions based on the actual existing turnover.
- **New:** Google AdWords Interface: Shop Monitor presents you a clearly structured cost-benefit comparison of any Google AdWords; synchronisation of costs and parameter settings for keyword campaigns is carried out automatically on the Shop Monitor interface.
- econda LiveTicker: desktop-tool including an overview of current developments and an alarm function; updated every minute
- econda Explorer: tool for individual, explorative data analysis
- A/B tests
- Visitor segmentation
- Segmentation by numerous criteria possible (domain, shop, country, marketing channel, type of visitor, etc.)
- PDF, CSV, XML, RTF and HTML export
- Chartservice: automated data export in various systems such as CRM, Data Warehouse or other web applications
- Drill-down functionality for quick navigation

INTERFACES AND PARTNERS

The econda Shop Monitor works in conjunction with any shop system. econda's technical support team will gladly assist you with activation or will implement it for you. Integration is easy and future-proof. econda's partnerships allow for standard interfaces to all relevant shopsystems. They can be activated by just some clicks:

- OXID eSales
- hybris
- Omeco
- Xanario
- OS Commerce
- xt:Commerce
- Zaunz/CosmoShop
- Websale AG
- Speed4Trade
- Electronic Sales/es:shop
- eCOMES
- 1&1 Shop
- Platform-APIs for Java and PHP-based applications
- Platform-independent API for all other technologies



econda Explorer: tool for individual, explorative data analysis





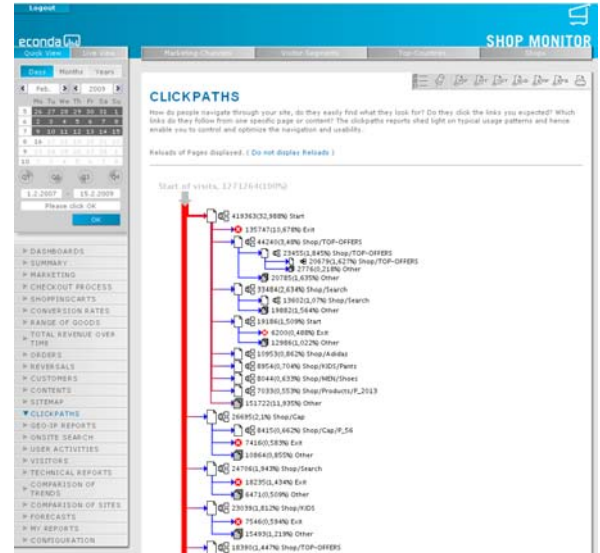
SHOP MONITOR

How it works

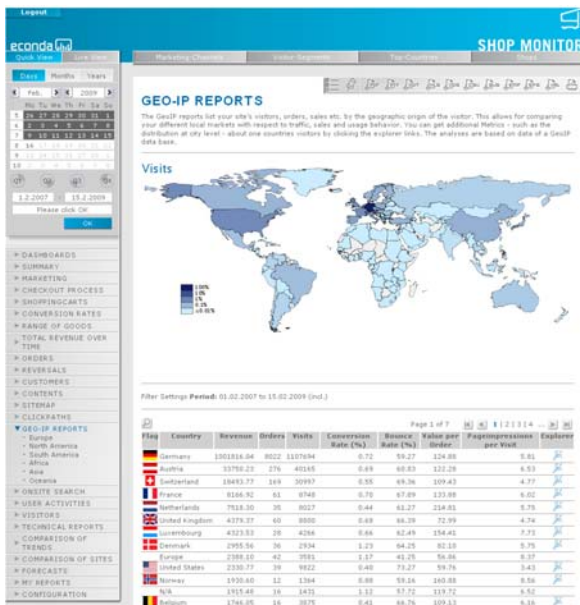
The way the econda Monitor works is as simple as can be. After activating the interface of the shopsystem all relevant data are encrypted and then submitted to econda. The data are acquired by loading a pixel, a procedure which is sparing the resources of your online-presence and saves costs for traffic as well as for data management and storage. Your personal controlling-information consisting of numerous graphical and tabular analyses is then available in a password-protected account

Flexibility and Customizing

Flexibility is another vital advantage of the econda Shop Monitor: econda Customizing Services will gladly tailor the econda Shop Monitor to your individual needs. Generally, this service can be provided without delay and at a low price.



Interactive, graphic clickpaths



GeoIP-Funktion

ASP OR INHOUSE?

The standard econda Shop Monitor offers an ASP-Solution ("hosted"). In exceptional cases, the econda software can alternatively be hosted in the client's data center ("on-site" model). With both solutions individual customizing is possible.

FURTHER INFORMATION

You will find more information, the possibility to sign up for a free and non-binding product trial as well as an online demo at www.econda.de. For terms and conditions see separate price list or also www.econda.de.

Geprüfter
Datenschutz

- ✓ datenschutz-konform
- ✓ hohe Datensicherheit
- ✓ ServiceLandort Deutschland
- ✓ IP Anonymisierung
- ✓ Widerspruchsfunktion

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