



SHOP MONITOR – FEATURE LIST

ECONDA SHOP MONITOR

The econda Shop Monitor is one of the leading solutions for controlling of online shops. Answering the specific needs of online retailers it provides all relevant information necessary for permanent cost reduction and increase of revenue. One of the advantages of the econda Shop Monitor is that all modules – regardless of the traffic package selected – offer full functionality and all analyses in their entirety: growth is possible without hidden extra costs.

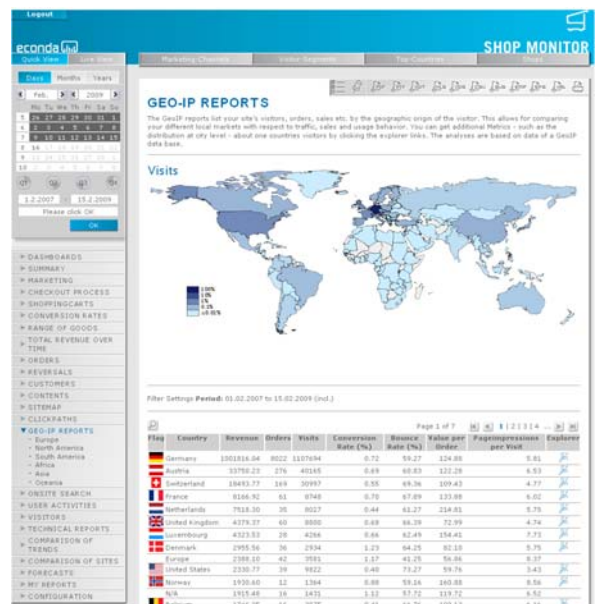
PERFORMANCE FEATURES

- Realtime tracking (delay appr. 2 minutes)
- Scalable, customizable, multi-client capable (multiple shops within one system possible)
- Interfaces to many relevant shopsystems
- Fast results – due to aggregated data storage even for high traffic sites
- Exclusion of internal clicks
- Unlimited tracking of AdWords, campaign channels, searchterms, websites, products, website objectives, and much more
- Time filters adjustable to the minute
- Barrier free in terms of IT Accessibility Directive
- Use of First Party Cookies possible
- Data protection warranted in accordance with existing laws
- Graphic representation in more than ten different chart formats
- Links to the knowledge base *Conversion Academy* which includes practical tips for shop-optimization and increase of conversion rates

BASIC FUNCTIONS OF ALL SHOP MONITOR MODULES

- 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.
- econda LiveTicker: desktop-tool including an overview of current developments and an alarm function; updated every minute



GeoIP function





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- **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 Explorer: tool for individual, explorative data analysis
- CSV-export, PDF-export, XML-export, RTF-export, HTML-export
- Chartservice: automated data export from the Shop Monitor to various systems
- Filtering options by shop, domain or country
- Segmentation by:
 - New and returning visitors
 - Internal and external clicks
 - Marketingchannels
- Regional visitorsegmentation
- A/B tests
- Flexible timefilter
- Drill-down function for tree-like structured data

STATISTICS

CATEGORY DASHBOARD FUNKTIONS – SAMPLE STATISTICS

- **New:** Individual configuration for up to five dashboards (e.g. marketing, products, carts, keyword dashboard)
- **New:** The most important trends clearly structured and displayed on your Shop Monitor Start Site
- **New:** Configure your dashboard to your own needs
- **New:** Display different analysis in comparison
- **New:** Multiple filter options (period, country, marketing channel, user groups...)

CATEGORY *MARKETING* – SAMPLE STATISTICS

- Click-ins, sales, first-time customers, orders, registrations, downloads, contacts, visits, visitors per:
 - Campaign (unlimited number)
 - Keyword marketing (unlimited number)
 - Mailing, newsletter (unlimited number)
 - Search engine (unlimited number)
 - Direct visit (unlimited number)
 - Referrer (unlimited number)
- Bounce-Rate, revenue per order, Conversion Rate for any form of online marketing
- Campaign costs taken into consideration
- Grouping of campaigns, incl. drill-down
- Post conversion for any time period
- Internal campaigns
- Analyses of click fraud and of fraudulent use of AdWords
- Unlimited number of active campaign- and AdWord channels
- Additional recommendations for Google AdWords
- econda Assistant for installing tracking codes for Google AdWords
- Analyses to monitor price comparison portals

CATEGORIES *PURCHASING PROCESS AND SHOPPING CARTS* – SAMPLE STATISTICS

- Analysis of the purchasing process
- Drop-outs and points of exit during the purchasing process
- Clickpaths for drop-outs during the purchasing process
- Microconversionrates (view2add, add2buy)
- Number and value of abandoned shopping carts
- Items/products left in the shopping cart

CATEGORIES *LIVE TRACKING AND CLICK PATHS* – SAMPLE STATISTICS

- **New:** Interactive, graphic analyses of clickpaths
- **New:** Analyses of streams of visitors for individual pages
- Visitor live tracking
- User live tracking
- Customer live tracking





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CATEGORY RANGE OF GOODS – SAMPLE STATISTICS

- Conversion Rates of products and productgroups
- Tracking of product variants

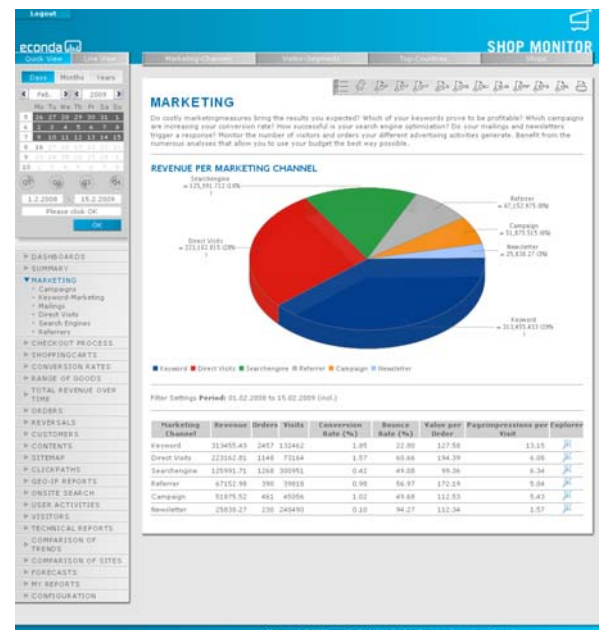
CATEGORIES VISITORS AND CUSTOMERS – SAMPLE STATISTICS

- Customer analyses
 - ABC-Analyses
 - Geographical origin
 - Visit history
- **New:** GeoIP: graphic representation of geographical origin, incl. drill-down functionality (up to country- or city-level)
- Visitor analyses:
 - Visitor interests
 - Visit history
 - Top visitors

- Dashboards: configure your dashboards - your most relevant analysis clearly structured and displayed
- Email Reports: send your free configurable, relevant shop monitor analyses automatically
- Google AdWords Interface: Shop Monitor presents you a clearly structured cost-benefit comparison of any Google AdWords

OTHER CATEGORIES – SAMPLE STATISTICS

- Usability and weak points of individual pages
- Analyses of onsite queries:
 - Searchterms
 - Queries, matches, date, etc.
 - Top-searchphrases
 - Not-found Rate
 - Drop-out rate following (un)successful queries
- Revenue per source over time
- Orders incl. source and detailed information
- Page- and content-tracking:
 - User interests and activities with respect to pages and contents, incl. drill-down
 - Exitpages and -categories incl. drill-down
 - Startpages and -categories incl. drill-down
- User activities:
 - Registrations
 - Log-ins incl. error types
 - Contact forms
 - Downloads
- Technical data such as browser, screen resolution, etc.



Interface Shop Monitor





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INTERFACES AND PARTNERS

econda's partnerships allow for standard interfaces to many shopsystems, they can be activated by just some clicks:

- 1&1 Shop
- Concerto
- eCOMES
- ElectronicSales/es:shop
- hybris
- Omeco
- OS Commerce
- OXID eSales
- Shopipilot
- Speed4Trade
- Websale AG
- Xanario
- XT-Commerce
- Zaunz/CosmoShop

By using the Quick Manual activation is easily possible with other shoppystems as well.



Shopping carts analysis



- ✓ datenschutz konform
- ✓ hohe Datensicherheit
- ✓ serverstandort Deutschland
- ✓ IP Anonymisierung
- ✓ Widerspruchs funktion

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