




SHOP MONITOR - LIST OF FEATURES

ECONDA SHOP MONITOR

The econda Shop Monitor is precisely tailored to the requirements of online merchants and delivers in real time—while offering TÜV-certified data protection—decision-making frameworks for continuous increases in sales.

The Shop Monitor PLATINUM boasts a great many innovative features and analysis functions: customer journey tracking, assist analyses, tracking of social media, and much more. In conjunction with econda e-commerce plug-ins, econda's Shop Monitor facilitates comprehensive performance tracking for monitoring the success of all marketing channels—including optimization data and targeting data for the management of campaigns.

General performance characteristics






- Real-time tracking
- Scalable
- Multi-client capable
- Customizable to one's own goals
- Interfaces with key shop systems
- r.a.c.e. technology 
 - Raw-data analytics
 - Lightning-fast and on-the-fly web analytics
 - Finest granulation possible
 - Retroactive analyses possible
 - Multi-processing mode
 - Very dynamic evaluation experience
 - Extension concepts
 - Transfer of targeting data & optimization data
- Unlimited tracking of
 - Search terms,
 - AdWords,
 - Campaign channels,
 - Websites to be included,
 - Products,
 - Website goals
 - ...
- Down-to-the-minute time filter
- TÜV-certified data protection
 - Data-protection compliance
 - Great data security
 - Servers located in Germany
 - IP anonymization
 - Opt-out function
 - New chart engine for compiling customer-specific analysis charts *

Multichannel Marketing Tracking (PLATINUM)

- Comprehensive performance tracking
- Restoration of optimization data and targeting data
- Customer journey tracking:
 - Analysis of all onsite touchpoints
 - Analysis of visitor touchpoints
- Assist analyses:
 - With customer-specific distribution of conversions
 - One's own flexibly configurable distribution lists
- Extended functions regarding campaign attribution
 - econda's post-view application optional



- Search-string analyses
- econda cookies filter:
 - For affiliate clearing or
 - CPS clearing
- Comprehensive tracking of social media
- Linking of SEM campaigns

Extended Analysis Functions

- Web-analytics toolbar
 - Free segmentation 
 - Definition of free time periods (up-to-the-minute only 
 - Flexible set-up of filters (unlimited only 
 - Pre-defined filtering
 - Shop/Domain/Country filters ...
 - Regional visitor segmentation
 - Side-by-side comparisons
 - Create one's own analyses
 - ...
- Chart engine
- Customer-specific analysis charts
- KPI engine (completely free only 
- Portrayal of a company's goals in the analysis interface
 - Via target-value guidelines and
 - TARGET/ACTUAL comparisons
- One's own comments on analyses
- Direct e-mail export
- Cross-table function
- Bookmark function
- Extended opportunities for creating one's own reports 
- Customer-specific designation of key figures
- Extended funnel analyses
 - With sharing function and
 - Evaluation based on content nodes
- Extended alert function
- econda Mobile Tracking
- Twitter tracking
- User management
- API for import jobs
- Professional search
- Grouping of equivalent key figures by cluster
- Free goal definition with scoring via the interface



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- Individual quantification of onsite click paths as per markers
- Customizable dashboards
 - Sharing
 - Problem watchlist
 - ...
- Forecasts
- Integration of order reversals and returns (manual)
- Integration of order reversals and returns (automatic)  
- Numerous export functions
 - PDF
 - XML, HTML
 - csv, excel export in MS Office 2007
 - ...
- Drill down

Standard reports

Selection from Marketing

- Click-ins, sales, new customers, orders, registrations, downloads, contacts, visits, visitors by means of an unlimited number of:
 - Campaigns
 - Keyword marketing
 - Mailings, newsletters
 - Search engines
 - Direct visits
 - Referrers
- Bounce rate, revenue/order, conversion rate for all forms of online advertising
- Consideration of campaign costs
- Grouping of campaigns with drill-down
- Post-conversion for freely selectable periods of time
- Internal campaigns
- Analyses of click fraud and AdWords misuse
- Boundlessly active campaign and AdWords channels
- Additional suggestions for Google AdWords
- econda Assistant for the equipping of Google AdWords
- Analyses for checking price comparators

Selection from the area of buying process and shopping carts

- Analysis of buying process
- Exits and exit steps in the buying process
- Exit paths regarding exits in the buying process
- Microconversion rates (view2add, add2buy)
- Number and value of abandoned shopping carts
- Products/Groups of products in abandoned shopping carts

Selection from the area of live tracking and click paths

- Interactive click-path analysis, presented graphically
- Extended click-path analyses: Show and analyze click paths as per one's own requirements
- Butterfly view: Have only those click paths displayed which represent any specified number of pages in a precise sequence
- Analysis of flow of visitors for individually evaluable pages
- Live tracking of visitors
- Live tracking of users
- Live tracking of customers

Selection from the range of products/services

- Conversion rates of products and product groups
- Tracking of product variants

Selection from the areas of visitors and customers

- Customer analyses
 - ABC analyses
 - Geographical specificity
 - History of visits
- GeoIP: graphic presentation with drill-down functionality at the level of countries and cities
- Analyses of visitors:
 - Visitors' interests
 - History of visits
 - Key visitors
- Visitor evaluations:
 - Visitor loyalty
 - Repeat customers

Selection from other areas

- Evaluation of the search within the shop:
 - Search terms
 - Queries, results, date, etc.
 - Most common search phrases
 - Not-found rate
 - Unlimited page exit rate after searching with/without results
- Sales trends as per source
- Orders, incl. source and detailed information
- Page/Content tracking:
 - Use of pages and content areas, incl. drill-down
 - Exit pages and exit areas, incl. drill-down
 - Home pages and home areas, incl. drill-down
- Actions:
 - Registrations
 - Log-ins, incl. types of errors
 - Contact forms
 - Downloads



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- Technical metrics such as browser, resolution, etc.

Integration, Interfaces, and E-Commerce Plug-Ins

Continuously growing number of e-commerce plug-ins

Plug-ins to numerous e-marketing solutions for monitoring success and re-marketing

- Google AdWords API (SEM)
- Yahoo! Search Marketing API (SEM)
- eCircle API (e-mail marketing)
- inxmail API (e-mail marketing)
- Criteo API (offsite targeting)
- IVW/AGOF API (data import/export)
- Facebook tracking (social media)
- Twitter tracking (social media)
- FACT finder API (search)
- bid management API
- econda cookies filter
- econda Live Ticker
- econda Test Suite
- econda Cross Sell
- econda Online Opinion

Some plug-ins will be activated only after payment of a fee.

Numerous open interfaces

econda maintains partnerships and click-activated standard connections to a lot of systems:

- CRM systems
- Data warehouse connection
- Business-intelligence solutions
- E-commerce solutions
- Incorporation of analyses within a company's intranet
- Open PHP and Java interfaces
- Open standard interfaces unassociated with specific technologies

Partnerships and Interfaces

- Demandware
- hybris
- Intershop
- Magento
- OXID eSales
- WEBSALE AG
- xt:Commerce
- 1&1 E-Shop
- eCCOMES
- ElectronicSales/es:shop
- osCommerce
- Speed4Trade
- TYPO3
- xanario
- Zaunz/CosmoShop

Even in the case of shop systems not listed here, activation as per quick manual is possible without a hitch and in mere minutes.



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