



ABOUT US

ECONDA: HIGH-END WEB ANALYTICS

econda Solutions Have Proven Themselves as Some of the World's Best

econda is a specialist for high-end web-analytics solutions—with over 1,000 satisfied customers from all areas of e-commerce.

econda Monitor products provide decision makers with speedy analyses in real time for long-term sales growth and a lasting reduction in marketing costs. The "Certified Data Protection" seal issued by TÜV proves that econda exercises the utmost in professionalism and security when handling data.*

econda solutions are precisely tailored to the respective requirements of online merchants, website operators, agencies, comparison portals, advertisers, marketers, and publishers. Moreover, the econda team shares with customers its web-analytics expertise acquired during hundreds of projects.

High-end tracking technology coupled with intuitive operability and truly simple activation, a broad range of functions respectively customized to remarkably different business models, and a wealth of innovative features and modules—all of that distinguishes econda's web-controlling solutions. Indeed, specialists have confirmed as much time and again via top-notch rankings such as IdealObserver's renowned Web Analytics Buyer's Guide.

Over 1,000 e-commerce businesses rely on econda's successful high-end web analytics; companies include KLINGEL, Heine, billiger.de, Continental, SoQuero, 1&1, BADER, and many more. Time after time, they all attest to econda's excellence.

A Sound Basis for Decision-Making in E-Commerce

As one of Germany's first web-analytics providers, econda has also devoted itself to webshop controlling. After all, online shops are not merely web pages. Home-shopping merchants have specific and precise requirements which typically cannot be sufficiently addressed by conventional tracking tools. The statistics depicted so understandably by the econda Shop Monitor target the needs and goals of online-shop operators as well as clearly illustrate potential optimizations. econda is therefore very pleased to be a Preferred Business Partner of The German E-Commerce and Distance-Selling Trade Association (bvH). E-commerce specialists use this seal to make clear that econda is one of the industry's most important service partners. Moreover, econda's software solutions are versatile, scalable, multi-client capable, and future-proof, as they are based on high-performance tracking technologies developed in-house. econda's maxim for efficient web controlling is simple: measure the right data and measure the data right!

In addition, econda is the first provider to earn the "Certified Data Protection" seal issued by TÜV Saarland for the field of webshop controlling. This certification reflects a great deal: legal requirements regarding data protection; principles of IT security as per the latest state of the art in accordance with Basic IT Protection requirements issued by Germany's Office

for Information Security (BSI); ISO 27000; and a TÜV test report. You, your customers, and the data cannot go wrong!

Web Analytics: Cutting-Edge Technology

econda's trailblazing r.a.c.e. technology facilitates lightning-fast, real-time analyses synchronously concerning high-performance raw data and aggregation cubes. The best possible assessment performance is thus achieved while offering unlimited flexibility. Yet econda offers much more than pure web analytics: the econda Monitor portrays complete customer journeys. Thanks to perfect interweaving with shop software or content-management software and a wealth of e-commerce plug-ins and open interfaces, econda facilitates comprehensive performance tracking for monitoring the success of all marketing channels—including the restoration of optimization data and targeting data for the management of campaigns. The econda Monitor thus becomes an e-commerce data nexus. econda maintains interfaces and partnerships with many key providers of e-commerce solutions and a wide range of reputable e-commerce companies.



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Expertise, Focus on Customers

At econda GmbH, trust-based interactions with customers mean that everybody wins; after all, e-commerce should be fun. At econda, skilled support specialists, a knack for adapting, and personalized consultations are nothing new. Ongoing dialogues with our customers and many close partnerships with practically every key shop-system provider guarantees that econda products always address current needs—even in a field as dynamic as e-commerce. Services such as our Conversion Tuning Service and an information portal full of optimization tips enable customers to benefit from know-how our shop analytics experts have acquired during an untold number of projects.

From measuring precisely through analyzing with an emphasis on results to optimizing efficiently: go from start to finish with econda!



Martin Heink und Sven Graehl,
Geschäftsführer der econda GmbH



CONTACT

econda GmbH
Eisenlohrstraße 43
76135 Karlsruhe
Germany

T +49 721.66 30 35 0
F +49 721.66 30 35 10
info@econda.de
www.econda.de