



InsiteAnalytics Information Sheet



InsiteAnalytics for eCommerce

Make Smarter Decisions with Holistic Data Views

Monitoring and measuring the success of B2B eCommerce experiences can be difficult. Distributors and manufacturers may lack the necessary tools and experience to identify valuable and complex success metrics. InsiteAnalytics combines sales, customer, user and digital analytics data to deliver a holistic view of success and create a dynamic perspective of online and traditional sales efforts.

This powerful tool for measuring and monitoring the success of your B2B eCommerce solution provides a set of dashboards to give you a deeper look into your site, using data from your ERP (online and offline sales), Google Analytics and Google Tag Manager.

Why InsiteAnalytics?

- Multiple sources of information (including online and offline sales data) enable teams with a broad view of customer activities
- InsiteAnalytics utilizes the rich customer, product and transactional data stored inside InsiteCommerce, leveraging existing integrations to core business systems
- The InsiteCommerce connections to Google Analytics and Google Tag Manager allow users to access site analytics, including customer-specific activity, for you to view and analyze in dashboards
- The combined data elements in the platform result in a compelling and unique way for business users to quickly identify trends and anomalies

Solution Highlights

- Gain a holistic view of measured success with visibility to sales, customer, user and digital analytics
- Discover how your online presence is performing alongside your traditional sales
- Identify trends in your customer, product and transactional data with three types of InsiteAnalytics Dashboards

Dashboard Features

The InsiteAnalytics Dashboards give users access to high-level trends and information. Leverage the tools to drill-down into more specific customer groups or product groups and even individual customers or products. The dashboards are grouped into three categories: Order Channel, Marketing and Digital Analysis.

Order Channel Dashboards

- **Order Channel** – Customer orders are visible through InsiteAnalytics whether they were placed online, through the ERP or another method, including EDI, data processes and more
- **Abandoned Cart** – Get a holistic view of items not purchased after adding to cart and isolate customer or product groups with drill-down capability
- **Year Over Year Comparison** – Monitor sales trends by method used, product group or customer group and compare them to previous years

Dashboards, continued

Marketing Dashboards

- **Customer Statistics** – Learn about all your customers by analyzing sales data from the last 12 months plus the prior two years, split by order source and the last data ordered by source
- **eCommerce Campaigns** – Discover the success of the promotions set up in InsiteCommerce and view sales dollars and order counts for each campaign
- **Product Engagement** – Understand which products customers purchased repeatedly and identify specific customer and product combinations that may vary in purchase frequency

Digital Analysis Dashboards

- **Acquisition** – Understand where web traffic originates and the impact of referral websites
- **Audience** – See when, from where and how people are reaching your website in a variety of visualizations
- **Behavior** – Gain insight into common searches conducted on your website and top pages viewed
- **MobileApp Analysis** – See a synopsis of overall mobile app activity including search, self-service, transactions, views and more
- **Search Events** – Understand detailed searches conducted on your website, popular recently-used search terms, frequency of search terms, autocorrected searches and original keyword searched
- **Self-Service Events** – Learn how many users are performing self-service activities on your website