

Your e-commerce channel is more than just a way of generating revenue - it's a great opportunity to build solid relationships with your customers.

Mtracking Ecommerce

Make meaningful connections with your clients by delivering quality service. Deliver a high level of service by the measurement and analysis of Sales Revenue, Trends, Routes to Sale, Abandonment Rates and other crucial information about your web site activity.

Mtracking Ecommerce supplies you with the powerful reporting tools you need to develop the all important one-to-one relationship with your valued customer.

Deployment

Some work is required to set up the Ecommerce Module for each client. Once this is done, a small piece of HTML script is issued for insertion in their ecommerce pages. In some cases, extra work may be required which would be quoted for on a case by case basis.

Sections

Routes - Where are your visitors sent from?

Process - Where do shoppers abandon most?

Content - Which part of your site sells best?

Revenue - Where are the sales made?

ROI-Cost - What is the ROI for your initiatives?

Promotions - How effective are your promotions?

Reports

There are hundreds of reports available in the Mtracking Ecommerce Module, each one is shown in colour and is fully interactive. From each report the user is able to drill down into further detail ending with customer profiles for each segment of the report chosen. Filters enable the user to restrict the report to one element such as Hour of Day or Day of Week. This functionality adds meaning to each report page and the display selected. Use the My Reports function to choose to have reports sent to you by e-mail on a daily, weekly or monthly basis, immediately - or download for offline viewing.

Features of Mtracking Ecommerce:

FILTERS

Zoom in on a report using a custom filter. Choose from a range of filters to focus on one element such as Sales, Average Sale Price or their Location.

SNAPSHOTS

Identify top level, headline data by the use of snapshot reports. These reports give you a brief overview of your most needed information in a condensed, dashboard style.

MY REPORTS

Use the My Reports feature to store your favourite reports and set up e-mail alerts. Cut down on the time spent compiling reports and have My Reports mail them to you instead.

DOWNLOAD TO FILE

Download any top level report to your computer for offline viewing. Choose to have the report compiled in a variety of formats to suit your needs. Report formats include Word, Excel, RTF.

LONGER LIVE DATA

The standard life of Mtracking live data is six months. For an extra monthly charge, you can now choose to have your live data kept for one whole year.

FLEXI CALANDAR

Select your reports based upon a custom date range within live data parameters. This functionality is perfect for tracking campaigns with a specific start and finish period.

Benefits

Mtracking Ecommerce gives you information you need to make business decisions with confidence.

- **TRACK** every sale that is made online and develop trends in usage over a time
- **BUILD** up segments of users based on cross sell and up sell actions
- **ASSESS** the effectiveness of campaigns by comparing the revenue from each one
- **FOCUS** on Return on Investment and make decisions based on true sales related data

