



QuickStart for E-Commerce

Direct Insights to Get More Customers, Keep Them Coming Back, and Grow Online Revenues!

E-Commerce companies face a constant challenge in trying to get new customers, keep their current customers engaged and spending, and grow lifetime value and profit per customer. *Quantivo QuickStart for E-Commerce* puts 18 of the most-valuable and immediately applicable E-Commerce reports into your hands to give you powerful behavioral insights that turn customer data into revenue-generating sales, marketing, and merchandising actions.

A QUICK START TOWARDS REVENUE GROWTH

Quantivo QuickStart for E-Commerce is a packaged solution that combines the intuitive and award-winning *Quantivo Analyzer* interface with 18 pre-built reports that enable you to uncover and act upon the customer behavior insights hidden within your Omniture SiteCatalyst®, Webtrends Analytics and other customer data.

These out-of-the-box analytics reports focus on three key areas – getting, keeping, and growing customers and profits – and are specifically tailored to the unique challenges faced by online retailers.

GET MORE NEW CUSTOMERS

More clicks don't always mean more customers. Generate new customers by understanding the specific campaigns, referring sites, and content that are driving purchases and profits. With insights into where customers come from, what they do, and how much they spend, you can attract the right prospects and effectively convert them into loyal repeat customers.

KEEP CUSTOMERS COMING BACK

Turn first-timers into all-the-timers. Discover which referring sites get customers to return and decode even the most complex behaviors that differentiate potentially loyal customers from the rest. Uncover clear and novel segmentations based on behaviors to better meet customer needs through recommendations and focused campaigns.

GROW SALES AND PROFITS

Purchases are great, but only if they're profitable. Understand what, how and why customers buy to improve the profitability of each transaction. Gain deep insights into shopping cart abandonments, when incentives really help, how purchases and profitability are affected by visit frequency and time span between visits, and behaviors that signal profitable customers.

18 REVENUE-DRIVING INSIGHT REPORTS

GET MORE CUSTOMERS

1. Top Referring Sites for First-time Visitors
2. Most-Likely Page Views for Bounced Visitors
3. Most-Likely Exit Page for Infrequent Visitors
4. Products Viewed by Promo Respondents
5. Page Views for Not Beginning at Homepage
6. Referrer Affinities to Top Products

KEEP CUSTOMERS COMING BACK

7. Most-Likely Page Views by Frequent Visitors
8. Most-Likely Page Views by Purchasers
9. Visitors by Visits per Month
10. Top Referring Sites for Repeat Customers
11. Product Affinities for "No Referrer" Sessions
12. Products Purchased by Promo Respondents

GROW SALES AND PROFITS

13. Most-Likely Referrer for Purchasers
14. Product Affinities for Repeat Customers
15. Product Affinities for Top X Selling Products
16. Product Affinities When >Y Items in Basket
17. Product Affinities When Basket Total >\$Z
18. Page Views and Purchases by Referrer



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ACTIONABLE ANSWERS IN THE HANDS OF DECISION-MAKERS

To expand your E-Commerce business, you must look beyond the typical “what has already happened” reports. Quantivo lets you uncover behavioral patterns for new and returning customers, and enables your decision makers to stop looking backward and start deciding what to do next. *Quantivo QuickStart for E-Commerce* delivers the insights that show you how to grow your revenues in specific, relevant and measurable ways.

- Explore your E-Commerce data to discover complex behavior patterns.
- Uncover connections and correlations between customer clicks and revenues.
- Maximize sales, marketing, merchandising, and loyalty initiatives.

Quantivo QuickStart for E-Commerce also includes the benefits of *Quantivo Enrich*, adding sophisticated customer behavior data enhancements calculated from historical activities, plus new data not previously captured by your web analytics system, such as session times, visits per period and bounce rates. *Quantivo Enrich* also gives you the option to integrate your web analytics data with other customer data – for example, data from your CRM, POS or marketing automation systems – to provide a 360° view of customer behaviors.

STREAMLINED PROCESS TO GET STARTED

Quantivo provides a streamlined process to help you go from data overload to clear answers to your most challenging questions in just three days, with minimal involvement or resources on your side. Regardless of where you data is today, we’ll work with you to transfer it to Quantivo and set up on-going transfers of new data.

FOR WEBTRENDS CUSTOMERS

Via Open Exchange, Webtrends Analytics customers can unleash the power of Quantivo on their data quickly and easily. Quantivo supports both Webtrends’ native log files and Marketing Warehouse data, all transfers are secure, and daily or weekly updates are available. No changes are required to Webtrends tags and all web operations remain unaffected.

FOR OMNITURE CUSTOMERS

SiteCatalyst customers can quickly realize the power of Quantivo on their data with little effort. Quantivo supports Omniture’s native log files, and your transaction-level server calls are securely transferred to Quantivo, followed by your choice of daily or weekly updates. No changes are required to Omniture tags and all web operations remain unaffected.

FOR OTHER DATA SOURCES

Quantivo is not limited to Webtrends and Omniture data – we can work with any web analytics data. But it doesn’t stop there! Our customers are analyzing everything from point-of-sale data to social graph data to CRM data to proprietary data. Talk to us and we’ll explain how you can use our solutions to find the value in *any* customer data.



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SOLUTION DETAILS: 18 PROFIT-DRIVING BEHAVIORAL INSIGHTS

GET MORE POTENTIAL CUSTOMERS

1. TOP REFERRING SITES FOR FIRST-TIME VISITORS

Pinpoint which referrer domains return the highest ROI *and* lead to desired results, enabling you to effectively invest promotion dollars on the sites that you know drive traffic. Differentiate campaigns between first-time and repeat visitors. Understand and compare referring sites on not just volumes, but on the likelihood of conversion.

2. MOST-LIKELY PAGE VIEWS FOR BOUNCED VISITORS

Accurately pinpoint the bounce-inducing pages and combinations of pages that drive visitors away from your site. Identify disconnects between referrer, campaign and page content that may be creating confusion or fails to capture attention. With insight into the associations between visitors and content, you can create a sticky site and funnel visitors to the desired destinations.

3. MOST-LIKELY EXIT PAGES FOR INFREQUENT VISITORS

Highlight opportunities to retain and convert visitors who show some interest but have yet to purchase. Visitors who return are interested but may need additional incentives to purchase. Uncover the affinities of these potential customers and create incentives or marketing campaigns and promotions to guide them to a purchase.

4. PRODUCTS VIEWED BY PROMOTION RESPONDENTS

Uncover connections among campaign content, landing pages, page and product views and transactions. Only by matching these associations with the full visitor experience can marketing better target and serve respondents. Further understanding respondents' product affinities will enable you to salvage even uninterested visitors.

5. PAGE VIEWS FOR VISITORS NOT BEGINNING AT HOMEPAGE

Visitors who arrive directly on a product or content page can have a particular interest that is not campaign-driven. Understanding where these visitors come from and what they are interested in can surface unknown and valuable product interests that can be leveraged for marketing campaigns and promotions.

6. REFERRER AFFINITIES TO TOP PRODUCTS

Connect referrers to product preferences and sales, and determine which referrers are collecting the most desirable or profitable customers. Use these affinities to craft referrer-specific campaigns and promotions.

KEEP CUSTOMERS COMING BACK AND SPENDING

7. MOST-LIKELY PAGE VIEWS BY FREQUENT VISITORS

Tie individual pages and paths to the frequency of visit, highlighting what customers seek and how they seek it. Provide opportunities for marketing, web and other teams to improve the customer experience, recommend content that helps customers find answers quickly, and better structure up-sell and cross-sell opportunities.

8. MOST-LIKELY PAGE VIEWS BY PURCHASERS

Connect individual pages to an actual purchase event, identifying pages that directly drive revenues. Knowing the behaviors by novel segments – purchasers who visited page X – enables you to drive similar prospects to pages with the highest likelihood of conversion.



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9. VISITORS BY VISITS PER MONTH

Quickly and easily generate key operational reports, such as visit frequency and volumes, even on massive data sets. An understanding of what those visitors want is an opportunity for you to discover ways to turn more of your audience into repeat-visitors.

10. TOP REFERRING SITES FOR REPEAT CUSTOMERS

Understand both what is working and what is not working at keeping customers interested and returning to your online store. See which referrers help or hurt repeat visits, and from where repeat customers originate.

11. PRODUCT AFFINITIES (PURCHASE AND VIEW) FOR “NO REFERRER” SESSIONS

Identify preferences and interests of visitors who type your URL directly in their browser, indicating someone who is ripe for conversion. Also provides clues for turning casual customers into more-frequent customers.

12. PRODUCTS PURCHASED BY PROMOTION RESPONDENTS

Detail all product purchases driven by promotions, offering a full measure of promotional impact. Understand what products are purchased in addition to the margin-lowered promoted products to determine a promotion's effectiveness at driving add-on sales, and gain insights into which products drive sales of which other products, helping to craft future promotions.

GROW SALES AND PROFITS

13. MOST-LIKELY REFERRER FOR PURCHASERS

Determine which referrers are driving transactions, not just traffic. Identify what's working and what's not and take fast action to drive more buyers to your site.

14. PRODUCT AFFINITIES FOR REPEAT CUSTOMERS

Identify what your best customers buy alone, together and over time, expanding your understanding of what drives both loyalty and revenue.

15, 16, 17. PRODUCT AFFINITIES FOR TOP X SELLING PRODUCTS, WHEN >Y ITEMS IN BASKET, WHEN BASKET TOTAL >\$Z

Create and drive more value from any customer segmentation strategy, unconstrained by simple demographics that frequently have little to do with the target action. These three reports provide clear, actionable data on how customers buy, delivering insights into your product mix and your customers' product and purchase affinities.

18. PAGE VIEWS AND PURCHASES BY REFERRER

Determine the behaviors of customers segmented by their referrer, either first-ever or by individual session. Better understand and cater to different referrer's audiences, increasing both click through and the resulting revenues.

BUILD YOUR FOUNDATION

Quantivo QuickStart for E-Commerce is designed to get you started with Quantivo very quickly and affordably so you can experience the powerful benefits and extreme ease of use that we deliver. The 18 out-of-the-box reports were specifically created based on our experience with numerous E-Commerce companies, focusing on that answers that are the most beneficial and immediately actionable.



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DATA TRANSFER DETAILS

To gain the full power of *Quantivo QuickStart for E-Commerce* and obtain relevant and effective answers, Quantivo recommends the following data as a basis for this powerful solution:

- » **Base Data:** Three months of complete server call data
- » **Frequency of Refresh:** Weekly is preferred
- » **Look-up Tables:** Information from campaign management system, marketing automation, or other systems that have data that link to keys (is referenced) in the server call data

WEBTRENDS CUSTOMERS

Data delivery is completely handled by Webtrends after a simple request to your Webtrends account manager. Transferred data consists of transaction-level “server call” log files. Quantivo extracts Webtrends standard parameters that are passed in “cs_uri_query.” For custom parameters, documentation on the query parameter (DCSext.w_...), readable name, data type and a short explanation is required.

Quantivo allows exploration of affinity patterns against group of transactions such as sessions, market basket (transactions) and loyalty (over time). Visitor and session information is gathered from the WT.vt_sid file. Additional groupings are possible if the data supports it, such as customer ID. This grouping can be created with a single key field (example: IP address) or constructed from combination of fields if such key is not present in the data (example: “transaction time+IP address” creates a unique invoice identifier). These groupings are created via *Quantivo Enrich*.

OMNITURE CUSTOMERS

Data delivery is completely handled by Omniture after a simple request to your account manager. Transferred data consists of transaction-level “server call” log files. Quantivo extracts and loads Omniture standard parameters such as visitor ID, session number, referrer, etc. For custom parameters, documentation on the query parameter name (example: evar20), readable name, data type and a short explanation is required.

Quantivo allows exploration of affinity patterns against groups of transactions such as sessions, market baskets (transactions) and loyalty information (customer over time.) Visitor and session information is gathered from the Omniture standard visitor and session numbers. Additional groupings are possible if the data supports it, such as customer ID. This grouping can be created with a single key field (example: IP address) or constructed from a combination of fields if such key is not present in the data (example: “transaction time+IP address” creates a unique invoice identifier). These groupings are created via *Quantivo Enrich*.

ABOUT QUANTIVO

Quantivo is pioneering a fundamentally new approach to Behavioral Analytics. For the first time, corporate decision-makers can quickly uncover behavioral patterns across any aspect of their customer interactions and act on these timely insights to increase customer acquisition, retention, up-sells, cross-sells and web monetization. By combining large-scale analytics with rapid SaaS delivery, Quantivo is the only company that puts impactful revenue-generating insights directly into the hands of a wide set of executives and analysts for applications such as market basket and loyalty analysis, merchandising and marketing optimization and online analytics. For more information, visit www.quantivo.com.