unilog

SITE ANALYTICS PRO
UNDERSTAND THE CUSTOMER JOURNEY THROUGHOUT EVERY USER INTERACTION ON YOUR SITE

CHALLENGE

- Drive more conversions and sales via your digital channel

SOLUTION

- Prebuilt dashboards and reports that reveal your eCommerce site's true performance
- Revealing insights into every aspect of your customer's journey, including browse and search behavior
- A unified way for collecting and analyzing web and marketing data that allows you to make better decision

You have large amounts of eCommerce data at your disposal, but without a way to track and measure your site's performance or see what is and what is not working, you will never realize your website's true potential.

Site Analytics Pro helps you understand your customer's journey throughout all interactions on your eCommerce site. From custom dashboards and reports to session recordings and heatmaps, Unilog's analytics solution gives you the flexibility to evaluate every aspect of your digital commerce performance.

With more than a dozen out-of-the-box dashboards and reports – and the ability to decide which KPI's you want to track – Unilog's analytics solution provides invaluable insight so you can make better business decisions.

Out-of-the-Box Dashboards:

- **Executive Dashboard -** Provides a period over period view of all the important metrics that lead to eCommerce revenue. Track trends for users, sessions, registrations, logins, conversion rate, average order value, lines per order, and overall revenue.

- **Management Dashboard -** Focus on visitor behaviors surrounding registrations and logins. How many new registrations were added this period? What channels are driving registrations and logins? How many distinct customers logged in?

- **Revenue Dashboard -** Our revenue dashboard helps track KPI's like total revenue, orders received, carts trending, and AOV (average order value).

- **Onsite Search -** Monitor your onsite search adoption and trends and learn what your customers are searching for What keywords can you optimize to help customers find what they need?

- **Products   -** The ability to view your top performing products and specific categories.

- **SEO -** Need to find out what keywords are driving traffic to your site or how pages are performing? Unilog's SEO dashboard helps fill those needs without any effort from you.

- **Customer -** View Revenue and Abandoned Carts by Customer. Drill down to see the individual users and even products that were left in their carts.
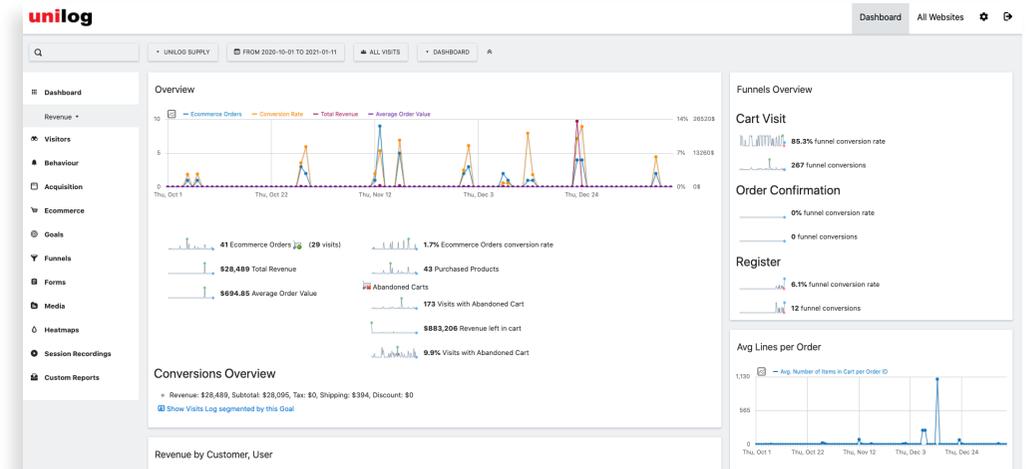
Real Time Reporting:

The Visits in Real-time report refreshes every five seconds and displays new visitors or existing visitors that view a new page. Here is what it can tell you:

- Date
- Number of actions
- Time spent on the site
- Country
- Browser
- Operating system
- Whether the visitor is new or a returning visit
- The referrer used to access your site (search engine and keyword, campaign, or referrer website)
- Whether the visitor converted a goal
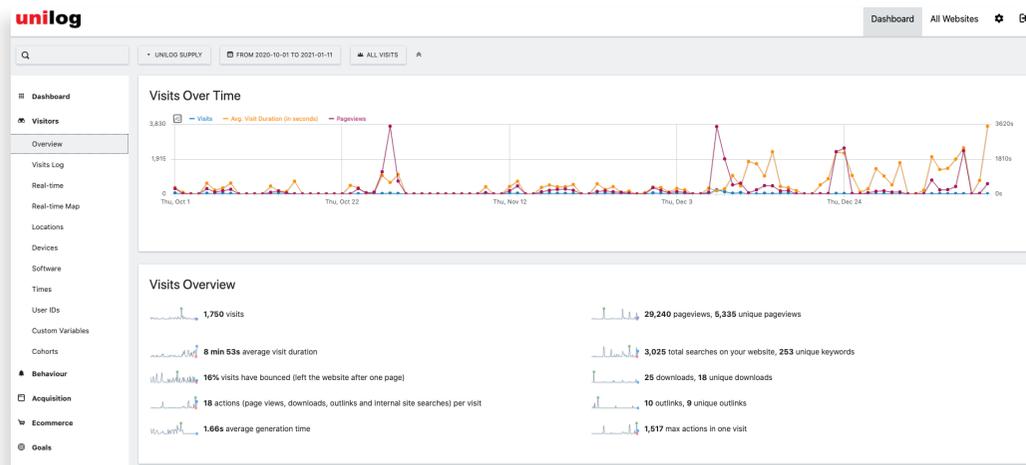
Available Reports:

- **Abandoned Carts by Customer, Visitor -** View the customers that have abandoned carts and see their *Total Days Since First Visit and Total Days Since Last eCommerce Order*. Use this report to follow up with customers to help them through the process.

- **Abandoned Carts -** View customers and drill down to users that have abandoned carts and see total *Visits, Total Product Quantity, Total Product Price, and Total Order Value*.

- **Number of Internal Searches -** Onsite search is important, as it is likely to lead to a purchase. This report provides another view of visits and the number of searches.

- **Average Number of Internal Searches/Visits -** See trends for your onsite search usage.

- **Onsite Search Total Queries -** Show the trends of onsite search volume.

- **Revenue by Customer, User -** View Visits, Average Order Value, and Total Overall Revenue by customer.

- **Average Lines per Order -** Trend of average lines per order.

- **Total Revenue -** Trend of Total Overall Revenue.

- **SEO - Acquisition Keywords by Value -** See organic keywords that drive traffic to your site and the resulting revenue.

- **Traffic Sources -** Understand where your traffic is coming from and the resulting behaviors and outcomes. Channel Types (Direct Entry, Referrals, Search Engines, etc.) by Visits, Pages, Actions, Average Order Value, and Total Overall Revenue.

- **Unique Logged in Users -** Displays the number of unique users logged in during a given period.

Custom Reports

Create new reports to get the insights you need to reach your goals and optimize your website or mobile app. You can choose from more than 200 dimensions and metrics, as well as different visualizations.

Visitor Profiles

Visitor Profiles show a summary of information about a particular visitor to your website or user of your mobile app. The Visitor profile lists all previous visits from this visitor, information about the first and last visit, and shows a map with visitor location(s).

Funnels

A Funnel defines a series of actions that you expect your visitors to take on

their way to converting a goal. By defining a funnel, you can improve your conversion rates and revenue as you determine where you lose visitors in converting your goal.

Each funnel page consists of three types of reports:

- An evolution graph showing you at a glance how important funnel metrics like the Funnel conversion rate, Number of funnel conversions, Number of funnel entries, and others perform over time.

- A funnels summary showing you the most important funnel and goal metrics, the possibility to view the visitor log with all the visitors that have entered this funnel, and a table letting you instantly see how your funnel is configured and performing.

- A funnel report showing you where your visitors entered your funnel, where they exited, and how many proceeded to the next step.

Heatmaps

Heatmaps let you track clicks, mouse movements, and scroll activities of your website visitors. They also help you find out where users think something is clickable, whether there are parts of the page that are being rarely viewed or interacted with, and what your visitors are actually looking for.

Session Recordings

Session recordings track all movement on a page, such as clicks, scrolls, mouse movements, page changes, and all other interactions. This allows you to understand your customer expectations, problems, and ways to optimize your webpages.

Goals

Goals help track your website performance against business objectives. These include objectives such as, lead generation, online sales and increased brand exposure. Goals are potentially the most important part of your analytics tracking. Well-defined goals can help you to understand things like, the type of visitors converting on your website, the marketing channels those visitors are coming from, and why some visitors aren't converting.

Contact us to see how our eCommerce analytics can empower your business and strengthen your digital branch.