

Data Sheet

## KEY BENEFITS

### MEASURING AND MAXIMIZING ROI

Identify which referral sources generate the most revenue and which sources have the highest browse-to-buy ratios and the highest overall revenue potential.

### BETTER TARGET YOUR MARKETING EFFORTS

Determine which visitor groups are most likely to convert into customers, members or subscribers. You can also define visitor groups by the content they read, the actions they take, even the URL they come from.

## INTEGRATION

- Azox E-Commerce Suite

## ADDITIONAL FEATURES

- Pinpoint online revenue-enhancing opportunities
- Identify online revenue-enhancing opportunities, such as product cross-sells.
- Determine upward and downward trends in a particular product, and which products would function best as loss leaders to attract new customers.

## ABOUT AZOX

As a Microsoft Gold Certified Partner and Strategic ISV, Azox is a recognized leader in e-commerce solutions for Microsoft Dynamics market. Azox develops and delivers fully integrated e-commerce solutions, online payment solutions, and distribution modules to businesses of all sizes and all kinds around the world. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

- E-Commerce Solutions
- E-Payment Solutions
- Dynamics Extensions
- Distribution Modules

**Deploying eSource Analytics on your e-commerce site can help segment customer shopping behavior and build a personalized shopping experience.** Integrating and correlating eSource Analytics data with back-end data can provide important clues about your customers and guide you through the process of deploying your e-commerce sites and making key business decisions.

## Main Features

- Track session activity
- Search activity
- Purchase activity
- Browsing activity
- Add to cart activity
- Export transaction activity logs to excel for analysis

eSource Analytics reports are shown in the eSource Administrator site. The data gathered in the tables can be easily viewed or exported to Excel through supplied reports.

You can review the analytics reports from the eSource Administrator site. The reports generated can be viewed as a PDF or exported into Excel. The reports are a strong tool for you to analyze customers shopping patterns. With this raw data you can monitor shopping cart conversion and abandoned cart rates, identify shoppers' browsing patterns, determine common search results and track what items are being added to carts.

### eSource Admin Site


- Customer Site -- B2B
- Customer Site -- B2C
- Salesrep
- Newsletter
- Reports
- Subscribed Users
- Combined Subscribed Users
- Store Locator
- Setup


## Reports

Admin Reports  Analytics Reports

Report Name:

- Select One--
- Search Information
- Shopping Cart Conversion
- BrowseInformation**
- PurchaseInformation

Enter Start Date:  

Enter End Date:  

**Show Report**