GUIDED SELLING for DIGITAL PRODUCT ADVICE

Example Web Analytics Reports



CONTENT

- Introduction, main dashboards
- Visitor reports and user behaviour
- Evolution of buying trends
- Ecommerce tracking
- How to build custom segments and export data
- Integration with your analytics
- Understanding your customery by Consumer Insights and Product Performance analysis

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oexcento	excentos					
٩	* B FROM 2019-09-01 TO 2019-11-11	ALL VISITS * DASHBOARD	NEW UPDATE: MATOMO 3.12.	.0 0 😣		
Dashboard	Visits Over Time Ø _	Keywords		Browsers		
Dashboard von	570 - Visits 🐼	There is no data for th	There is no data for this report.		▼ VISITS	
tangermann					4,818	
Default Dashboard	200 marthamar	N		Chrome Mobile	2,926	
Wisitors		Websites		Samsung Browser	2,141	
Behaviour	Sun, Sep 1 Tue, Oct 1 Thu, O		▼ VISITS	Chrome	1,952	
Acquisition		www.google.com	595	👲 Firefox	1,121	
₩ Ecommerce		com.google.android.gm	344	🥝 Safari	497	
Goals	Country	···· www.google.de	262	e Microsoft Edge	410	
	COUNTRY	• visits ····································	231	🧔 Internet Explorer	378	
	Germany	12,898 ® www.google.nl	111	👲 Firefox Mobile	137	
	Netherlands	310 m.newsletter.douglas.de	53	Chrome Mobile iOS	86	
	Austria	289 B www.excentos.com	26	1-10 of 22	Next >	
	United States	284 www.startpagina.nl	26			

Dashboard with KPIs

Detailed analytics reports on all events within Product Guide. Allows you to select data range, many reports, and define custom segments.



excentos Analytics covers

• the Product Guide's success and conversion

powerful

Analytics

to measure and optimize

- all events and navigation actions
- exit rates and anything else
 needed to optimize the
 Product Guides
- consumer insights
- Ecommerce tracking

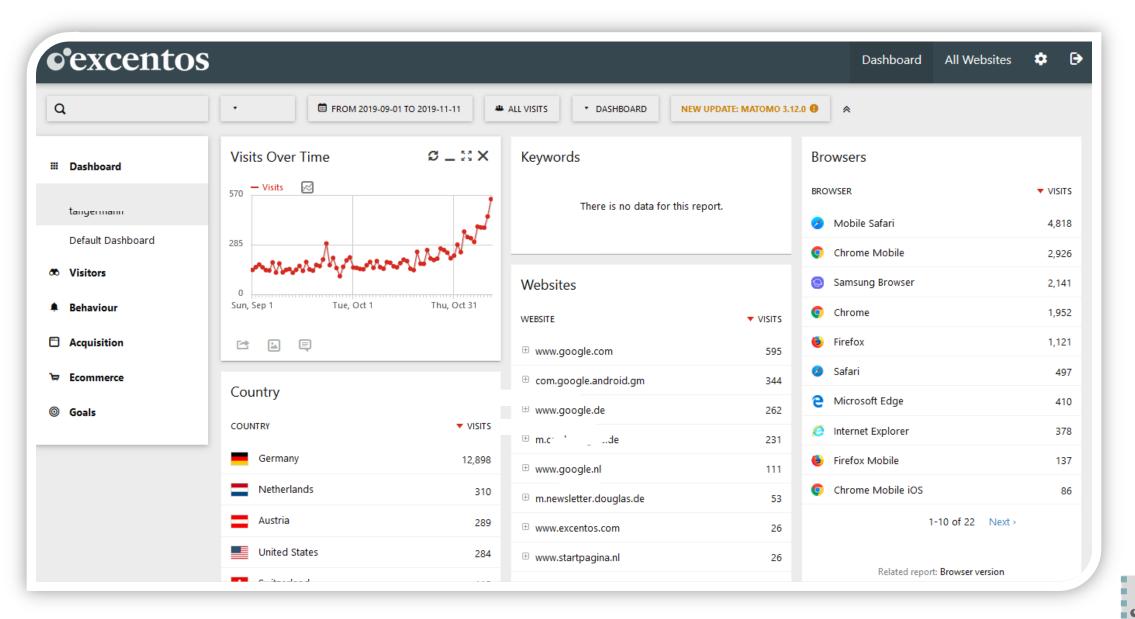
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+ many more reports

for full control and insights

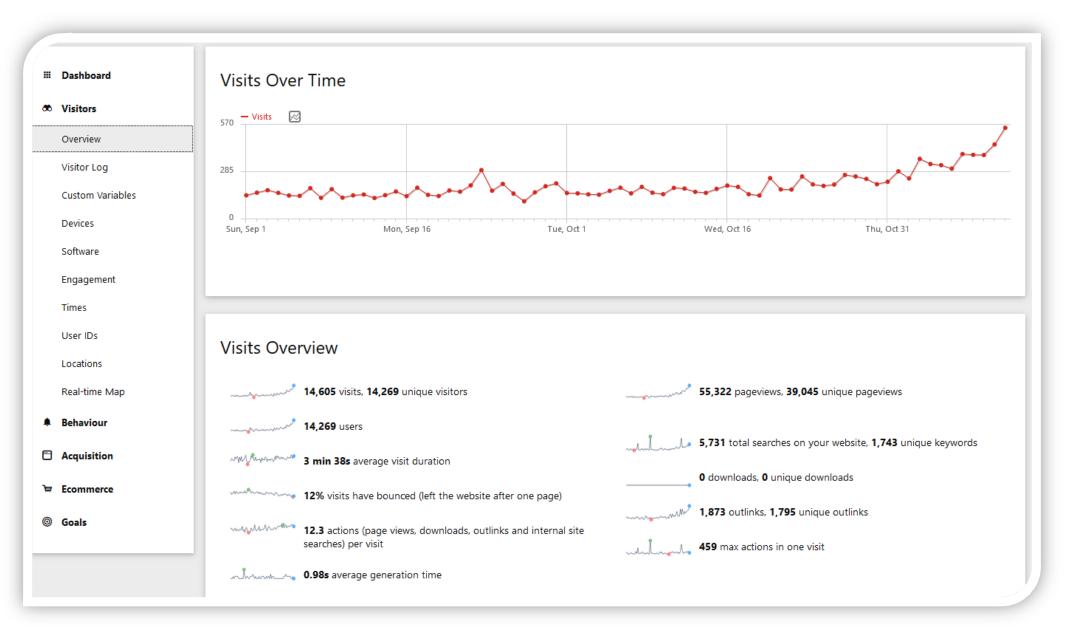
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Dashboard



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Visitors: overview



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Visitors: devices and OS / browser

Devices

III Dashboard	Device type		Device model	
Visitors	ТУРЕ	VISITS	MODEL	VISITS
Overview				
Visitor Log	Smartphone	9,420	Apple - iPhone	4,414
Custom Variables	Desktop	4,139	Generic Desktop	3,472
Devices	Tablet	921	Generic Smartphone	1,042
Software	Phablet	121	Apple - Generic Desktop	653
	Unknown	4	Apple - iPad	486
Engagement	1-5 of 12 Next →		1-5 of 367	Next >
Times				
User IDs				
Locations				
Real-time Map	Device brand		Screen Resolution	
Behaviour				
Acquisition	BRAND	▼ VISITS	RESOLUTION	▼ VISITS
	🔹 Apple	5,563	375x667	2,097
Ecommerce	Unknown	4,583	360x640	1,966
Goals	 Samsung 	3,799	360x740	880
	🜺 Huawei	234	1920x1080	850
			375x812	741
	S Sony	109		

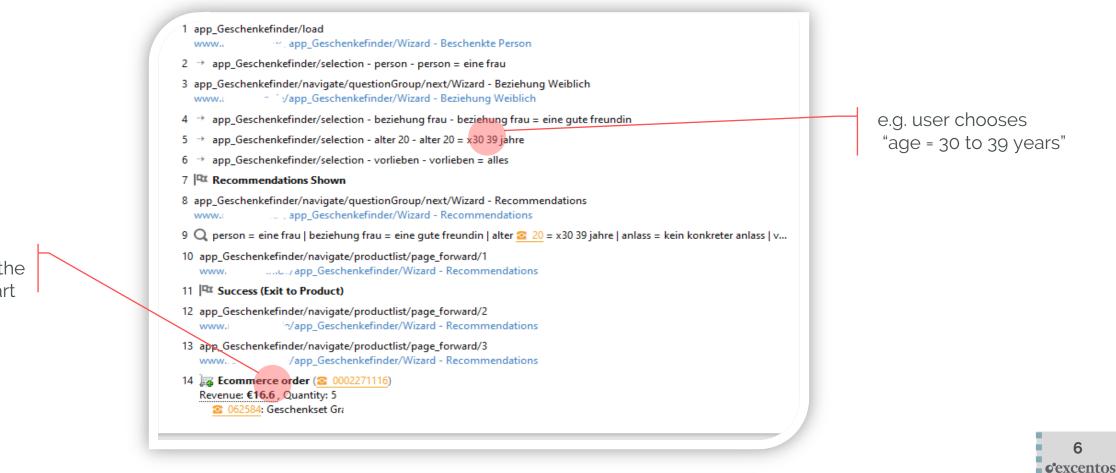
Operating System & Browser

Operating System versions		Browsers
OPERATING SYSTEM VERSION	▼ VISITS	BROWSER VISITS
ios ios 13.3	1,595	Mobile Safari 2,985
Windows 10	1,374	Chrome Mobile 1,210
ios ios 13.4	1,148	© Chrome 1,104
🌳 Android 10	1,026	Samsung Browser 684
🌳 Android 9	773	Ø Safari 657
Related report: Operating System familie Configurations	s	Related report: Browser version Browser engines
CONFIGURATION	▼ VISITS	🖉 — Visits
iOS / Mobile Safari / 375x667	923	Joins (entitie, Opena)
	851	- Gecko (Firefox
iOS / Mobile Safari / 414x896		- GECKO (ITTETOX
iOS / Mobile Safari / 414x896 iOS / Mobile Safari / 375x812	629	Edge

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Visitor and Ecommerce log

The Visitor & Ecommerce Log shows the entire list of events of one Visitor, including **all selections** and **follow-up actions** such as exit to the shop's product detail page or actually **buying the product**.



e.g. user completed the shopping cart

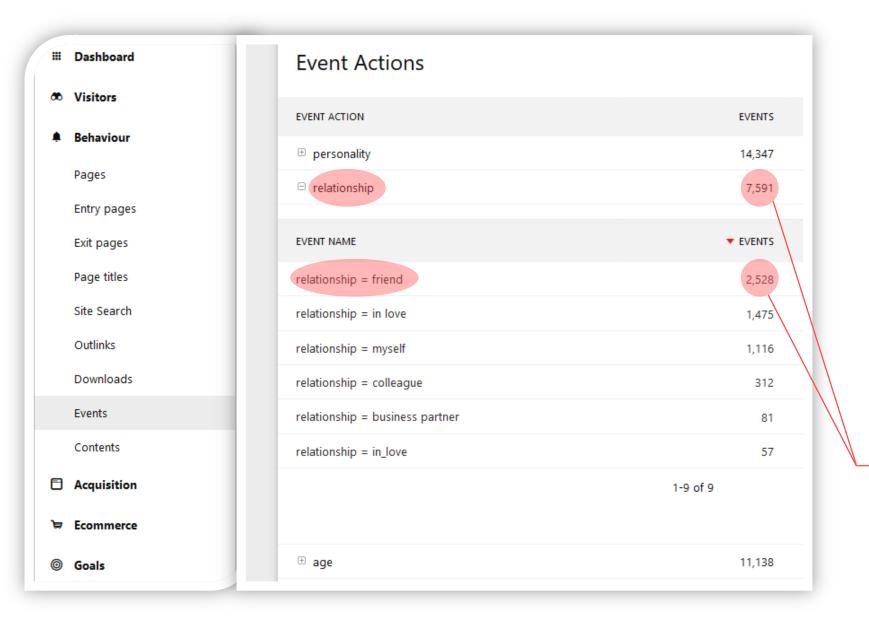
Visitor real-time view

There are **real-time views** to see which activity is happening right now. And you can even **deep-dive into real-time session data**.

excento			Tag Manager	
	ALL VISITS			
Dashboard	Visits in Real-time			
/isitors	DATE		VISITS	ACTIONS
Overview	Last 24 hours		891	7.892
Visits Log	Last 30 minutes		32	274
Real-time Real-time Map Locations Devices Software Times Jser IDs	Thursday, July 9, - 16:24:39 0b09ea15c940152d45abe0bafdf7128c8fab2ea9 Contemporal Contemporal Contemporation			ect Entry
Custom Variables	•	i pi Q		,
Behaviour Acquisition	Thursday, July 9, - 16:23:58 973654dd21dc0c94e17f2f5c0f5ec1658d3d2ed5		Dir	ect Entry
Ecommerce	Actions:			
Goals Marketplace	Thursday, July 9, - 16:22:52 (34s)			

e04977fe c5de3be5	c51469642c1c8378fd4d5f a6	Visit #42	Thursday, July 9, 2020 15:10:16
ID 8592e89d65d	Sff0b 🖻		12 actions in 36 min 18s
Germany	Chrome 83.0 Income 83.0	C12 app_Bike-Advisor/load www-stage.excentos.com/app_E	ike-Advisor/Wizard - Person
nmary		Visit #41	Thursday, July 9, 2020 14:36:18
a total of 12 hours 0 min on the webs 1 Searches) in 42 visits.	te, and performed 546 actions (328 Pageviews, 1		1 actions in 25 min 11s
ted 21 Goals (21 Recommendations Shown).		app_Camera-Guide/load www-stage.excentos.com/app Camera	Cuide Mercel - Vous Cost
	sing in the city light reflectors = reflectors brake	www-stage.excentos.com/app_Camen	a-Guidey wizard - Tour Goal
rim brake which addition features = hage took on average 0.377s to load fo		Visit #40	Thursday, July 9, 2020 13:45:49
tom Variables (Visit)			1 Actions
: DE		app_Bike-Advisor/load www-stage.excentos.com/app_Bike-Advisor/load	lvisor/Wizard - Person
en_US		the stage exection of app_size in	
/ Client: default		Visit #39	Wednesday, July 8, 2020 16:13:05
t Version: default		-	
t Revision: 83ea0facdcadee5ce6012cf	097d092e3cc0ca608	11	3 actions in 3 min 12s
mmerce		Q select bike type = cruising in the city	light reflectors = reflectors brake typ
ated a Life Time Revenue of €0. Purcha	sed 0 items in 0 ecommerce orders.	Recommendations Shown	
t visit	Last visit	app_Bike-Advisor/load	
y, June 23, 2020 - 15 days ago	Thursday, July 9, 2020 - 0 days ago	www-stage.excentos.com/app_Bike-A	dvisor/Wizard - Recommendation
irect Entry	from Direct Entry	Visit #38	Wednesday, July 8, 2020 16:08:50
ices		Per l	3 actions in 2:
visits from Desktop devices: Generic	Desktop (42x)	Recommendations Shown	

Behavior: events



The Behavior reports provide **consumer insights into key buying drivers** and typical **buying needs**.

The data allows to analyze how your **product portfolio performs** in terms of satisfying your customer's needs.

e.g. 7,591 users answered the question "relationship" in a Giftfinder.

2,528 users are looking for a present for a friend etc.

Evolution of buying trends



You can **deep-dive** into the data and e.g. **show evolutions of your customer's behavior** over time. This helps to **detect buying trends** and **optimize your marketing and product portfolio**

(e.g. detect shifts in use cases, desired price ranges, brand preferences, favorite colors, ...)

Chart shows the evolution of user answers for the use casequestion in a Printer Guide. E.g. does "scanning" get more important or not when selecting a scanner?

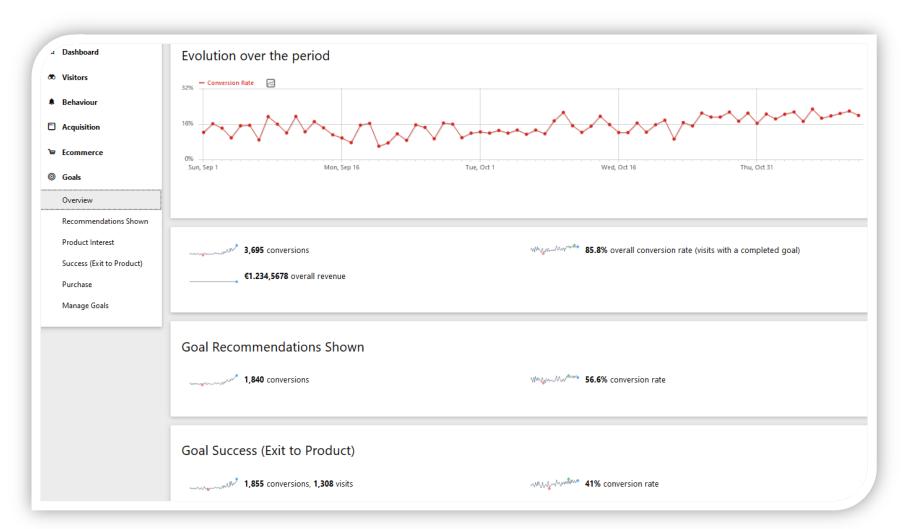
Behavior: exit pages

Dashboard	Exit pages 💿			
Visitors Behaviour	EXIT PAGE URL	▼ EXITS	UNIQUE PAGEVIEWS	EXIT RATE
Pages	app_giftfinder	13,932	39,045	36%
Entry pages	Image: Wizard - S1 Person - Person	3,711	14,273	26%
Exit pages	In June 2018 Part - S5 Refinement	5,658	6,215	91%
Page titles	/Wizard - S2 Relationship - Relationship	450	6,783	7%
Site Search	/Wizard - S3 Personality - Personality	287	6,385	4%
Outlinks	Wizard - S4 Occasion Message - Occasion	116	5,389	2%
Downloads				
Events	o 🗠 Q			

The Exit Pages report analyzes where users left the Product Guide. This information is extremely helpful to **optimize the Product Guide**, its questions and answer option and also the sequence of questions asked.

e.g. 4% of the users exited in the stage where they've been asked for the relationship.

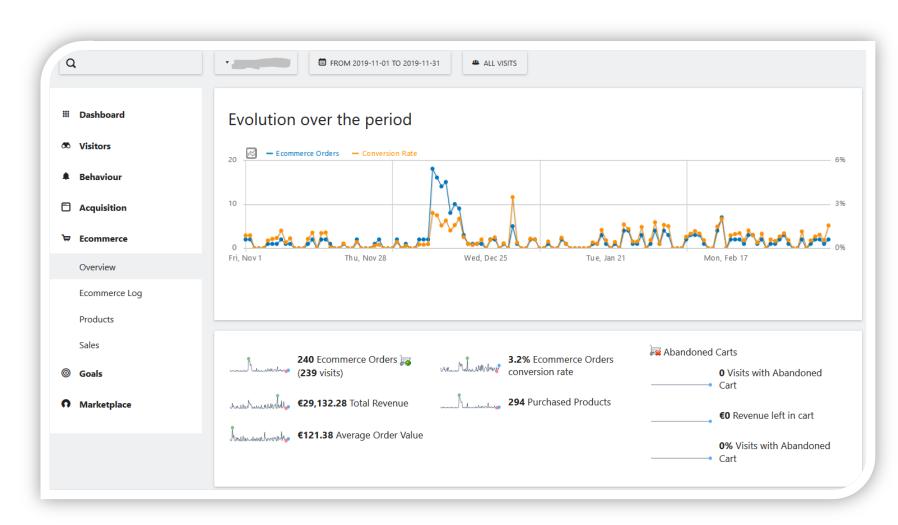
Goals



The Goals section allows to analyze the overall success.

Every Product Guide comes with some standard goals, but we can also add custom goals (e.g. "added product to wishlist" or "completed a lead form").

Ecommerce: overview



The Ecommerce reports track the **sales success** of your Product Guides.

Every order – and every user activity that lead to this order, see next reports – is tracked.

(requires to <u>setup Ecom</u> <u>tracking</u>)

Ecommerce: products

۹	• E FROM 201	19-11-04 TO 2019-11-11 ALL VISITS NEW UPDATE: MATOMO	3.12.0	*		
III Dashboard	Products Product Name	Product Name				
∞ Visitors ♠ Behaviour	Product SKU Product Category	PRODUCT NAME	 PRODUCT REVENUE 	QUANTITY	UNIQUE PURCHASES	AVERAGE PRICE
Acquisition		Geschenkset Fest der Sinne	134€	40	1	3.35€
Ecommerce		Adventskalender Lebensmittel 2019	107.45€	5	3	21.49€
Overview		sonicare elektrische Schallzahnbürste ProtectiveClean 4300	52.09€	1	1	52.09€
Ecommerce Log		make your own Adventskalender	50.31€	3	3	16.77€
Products		Beauty Adventskalender 2019	33.61€	1	1	33.61 €
Sales		Geschenkset Schatzkiste	27.72€	3	2	9.24€
Goals		Hair Clipper Stylist Haarschneidemaschine HC363C	25.20€	1	1	25.20€
		In A Box C01 Spring Look	25.12€	2	2	12.56€
		Geschenkset Travel Beauty	22.68€	3	3	7.56€
		Horse Club Adventskalender 2019	21€	1	1	21€
		Xmas 2019 Chocolate Heart	21€	1	1	21€
		Eierkocher mit Sprachansage EB-115560.2	16.80 €	1	1	16.80 €

Analyze which products where purchased to identify top sellers.

Combining this report with *Custom Segments* allows to compare the recommendation behavior with actual transactions.

Ecommerce: visits to conversion + device types

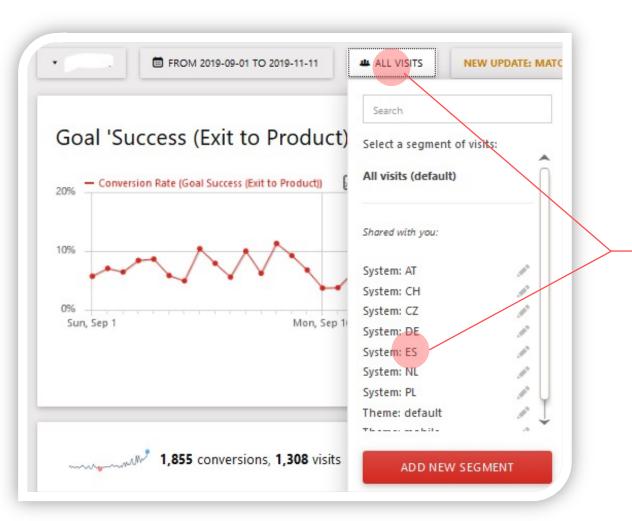
How many visits did users take until they completed the shopping cart?

	Visitors	Keywords Search Engines	VISITS TO CONVERSION	CONVERSIONS
	Behaviour	Websites	1 visit	462
6	Acquisition	Campaigns	2 visits	18
đ	Ecommerce	Sales engagement	3 visits	1
	Overview	Visits to Conversion Days to Conversion	4 visits	-
	Ecommerce Log	Sales by User location	5 visits	-
	Products	Device type	6 visits	-
	Sales Device model	7 visits	-	

With which devices did the users buy most?

Device type			
ТҮРЕ	VISITS	ECOMMERCE ORDERS	▼ TOTA REVENU
Unknown	44	28	551.66
Smartphone	3,932	295	243.85
Desktop	2,199	108	60.33
Tablet	587	43	3.15
Phablet	76	7	0

Custom segments



All data / reports can be segmented in any dimension,

e.g. countries, user devices, desktop/mobile, a combination of user input etc.

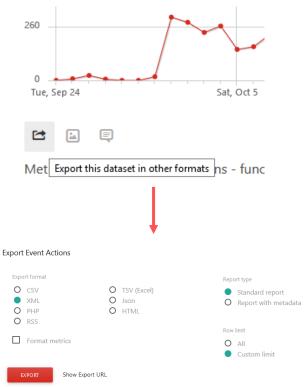
you can choose to show *all data* or only a *specific segment*

Selecting date ranges + export data

You can, of course, **select any date range** for all reports and views.

Q		FROM 2019-10-01 TO 2019-11	-12 🛎 ALL VISITS	NEW UPDATE: MATOMO 3.12.0 🕒	*
ii Dashboard	Events Event Categorie	From 2019-10-01	To 2019-11-12	Period O day O week	
to Visitors	Event Actions Event Names	Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13	Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10	O month O year	▼ EVENTS
Behaviour Pages		14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	date range APPLY	8,143
Entry pages		⊕ connec	tions	_	4,848
Exit pages		⊕ type so			4.350

All data can be **exported in many formats** for further analysis. All charts can downloaded as images.

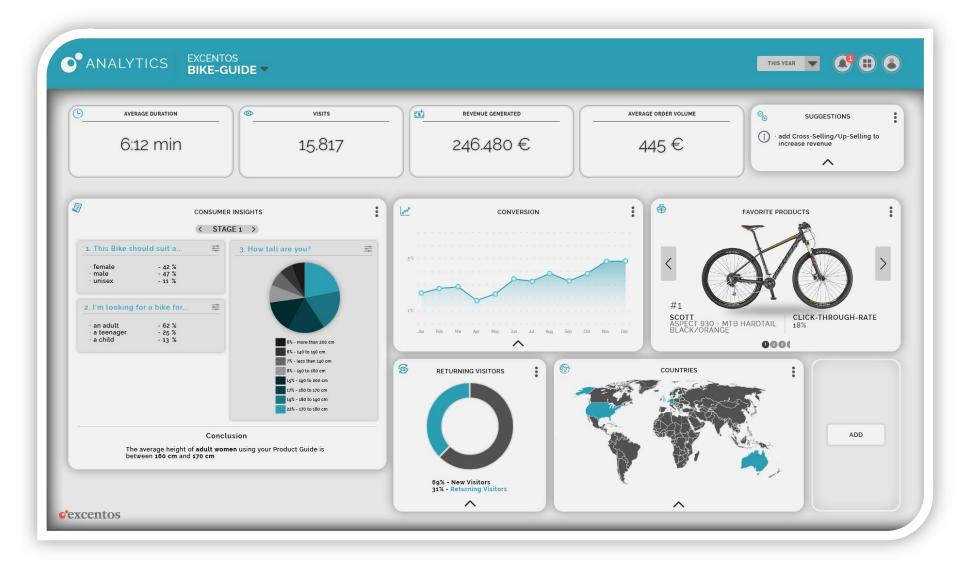


Integration with your analytics platform

excentos can track usage data into your analytics and provide personalization data. Examples:



Analytics dashboard



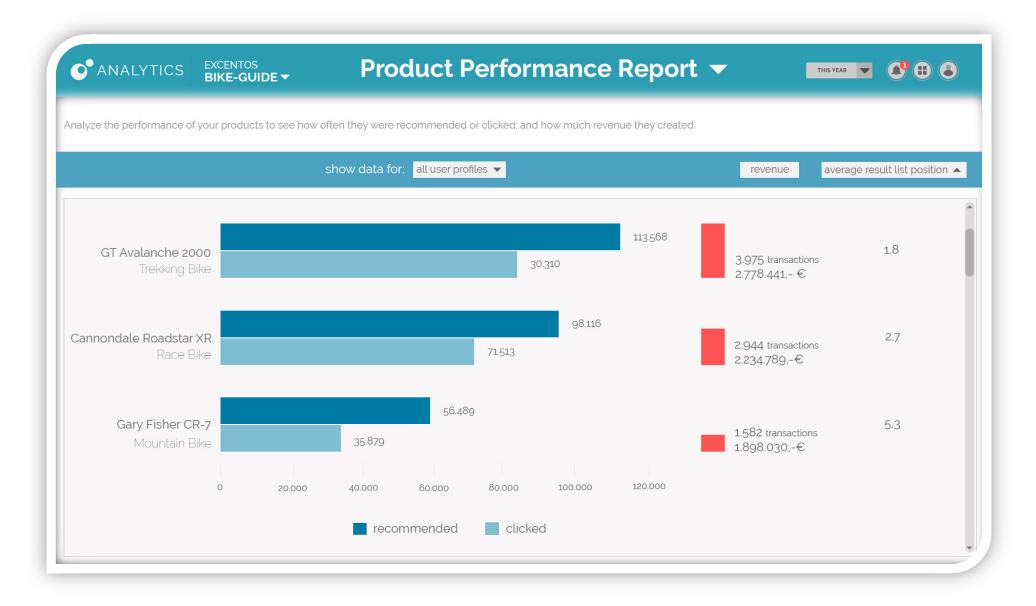
roadmap

The following slides show reports and insights we are currently working on.

Please let us know which reports you are specifically interested in so that we can fine-tune our roadmap.

Analytics 1: product performance report

roadmap



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roadmap

C WORKBENCH			🏭 Product Guides 🗸 🖌 Theme Design 🛯 My Company 🗸 💄 Hello admir	Search in documentation
B Bike-Advisor		sists of stages for each step of the advisor process. Questions and Answer O	ptions can be added within these Stages. Furthermore, explanation texts and images can be included	to explain the elements.
Product Data	Show Images Show analytics this year	2	3	4
Concept Board		🦉 2.658 views 🕔 00:29 time spent 🕞 6% exit		🌞 2.471 views
Recommendation	Person >	Activity >	Security features >	Additional Feature
Preview	Person /			Additional Feat
🚱 Languages	³ 広 3.458 clicks	× a re0 elielee	f users selected an adult", this is now they answered: ³ a 2.285 clicks	"ばえ 2.218 clicks
Aspect Extraction	The bike should suit a >	Select the preferred bike >	Which features do you want > the bike to have? users that selected "Lights" spent	Which features/equestion with the bike has
	female 38% >	City bike 28% >	13.87€ more	Rack
Analytics	male 43% >			
Customizations	unisex 19% >	Mountain bike 21% > 27	Reflectors	Mudguard
🕷 Debug	+ Add new Answer Option	Racing bike 14% > 31	Add new Answer Option	Kickstand
		Bike for off-road trips 6% > 12	%	Bell
		BMX 12% > 3	%	Metal pedals
		Consider all types 19% >	% 2.239 clicks	Suspension
	³ t̃z 2.859 clicks [→ 7% exit	+ Add new Answer Option	Which brake type should it >	Integrated Lock
	I am looking for a bike for >	*	have?	+ Add new Answer Optic
	an adult 57% >	D Reuse existing Question 🗸	Disc brakes	* Add new Answer Option
	a teenager 26% >	+ Add new Question	Rim brakes >	がす 2.20g clicks
	a child 17% >	·	Roller brakes > users that selected "Backpedal brake" spe 27,56 € less	ent I need front susper with at least
	+ Add new Answer Option		Backpedal brake	

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Analytics 3: user preferences report 1

O ANALYTICS EXCENTOS BIKE-GUIDE ▼	User Pi	reference	es Report 🤜	ТНИ	S YEAR V A B				
See typical user profiles (combination of Answer	See typical user profiles (combination of Answer Options selected in the Product Guide) an if your product assortment maches your customer's needs.								
	excluded questions How ta	ll are you 🔻		products in your catalog	avg. shopping cart value 🔺				
selected Answer Options					<u>^</u>				
male - an adult - racing bike - no security features - Carbon fibre	e	65.576	16,3%	34 show products⊁	958 €				
an adult - City bike - Lights - Reflectors - Disc brakes - Aluminium	63.90	66	15,9%	47 show products ► this profile is s 138% of your your assortme	users, but ent currently				
female - an adult - City bike - Lights - Aluminium	55.518		13,8%	3 0 might conside your portfolio	er extending				
male - an adult - Mountain bike - Lights - Disc brakes - Carbon fibre	45.863 11.4% 10,0% 11,0% 12,0% 13	3,0% 14,0%	15,0% 16,0% 17,0%	27 show products •	1.258,- €				

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Analytics 3: user preferences report 2

ANALYTICS EXCENTOS		User	Pref	eren	ces R	epoi	rt 🗕		THIS YEAR 🔻	() ⁹ () ()
typical user profiles (combination of Answer					uct assortm	ent maches			_	
	exclude	d questions Ho	ow tall are y	ou 🔻				products in your catalog	upselling be	ehavior 🔺
selected Answer Options									price selected	price purchased
male - an adult - racing bike - no security features - Carbon fibre		65.576					16,3%	34 show products∙	900,- €	958,- €
an adult - City bike - Lights - Reflectors - Disc brakes - Aluminium			63.966			15,9%		47 show products	700 €	769,-€
female - an adult - City bike - Lights - Aluminium		55.518	3		13,8%			3 the show products •	350,-€	337,-€
male - an adult - Mountain bike - Lights - Disc brakes - Carbon fibre	45.863	11,4%						27 show products+	1.100,-€	1.258,- €
	10,0% 1	1,0% 12,0%	13,0%	14,0%	15,0%	16,0%	17,0%			

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