



Snoobi Data Analytics Platform

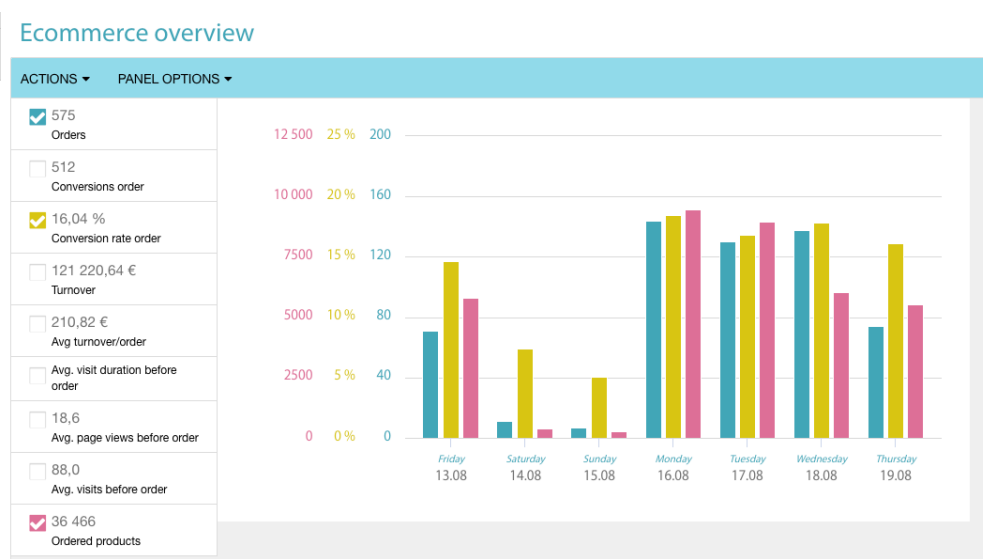
E-commerce analyses in Snoobi



Snoobi Analytics provides the flexibility to show any data you require to analyse orders and visitors on E-commerce websites. All metrics already available in Snoobi Analytics, combined with specific analyses and dimensions for webshops, can be used and reported on.

Specific analyses for E-commerce

The existing Snoobi Analytics code can easily be extended for most E-commerce platforms. You are not restricted in the number of order details or other data to show in Snoobi; every relevant variable from the webshop can be stored in the Snoobi Data Analytics Platform and shown in a dashboard or a custom report. And if needed a Snoobi Technical Consultant can assist in implementing the code.



The most important data is shown in the E-commerce overview.

What information is available?

Per product, per order or amount, but also per customer, per product group or per type of payment or delivery. Any type of information you wish to collect and analyse is available in Snoobi Analytics.

In addition, if you want to know which advertisement, campaign or promotion led to an order, you can analyse all visits to the website or webshop prior to the order. Select a group of visitors or a single organisation. All historic data is available, with all details, so you can compare and review product and product group performance, also over time.

Do you need more than the default variables that you can store and analyse? Then just add your own specific variables and adjust settings in Snoobi Analytics. Analyse every aspect or metric of the webshop. Not only the order and order item, but also discount coupons, product group, VAT level, person or company who ordered. Snoobi can analyse based on any variable you wish.

Drill down into your webshop visitor performance!

Take a deep dive into the behaviour of the visitors before they place the order:

What was the original source of the first visit? **Which** advertisements led to an order? **How much** time was spent on the website, before placing the order? **How many pages** and **how many visits** were needed, on average? **Which cities** did my clients come from? **What devices** were used?

You may want to analyze and report performance based on turnover, product or product group, or any other variable you specify. For instance if discount coupons have the expected result or check if your Google Ads campaign has indeed led to more revenue.

There are extensive, almost limitless options for custom reporting in the Snoobi Analytics Data Platform, or use our pre-packaged reporting. Combined with the service that Snoobi and its partners can provide we enable our customers to optimize the turnover of the webshop, to keep extra cost for advertising or discounting at a reasonable level and to respond to new market developments.



Online Business Intelligence