



MySymo Google Analytics for NetSuite Project Case Study

Background: For any ecommerce company, analytics are an important tool. A solid set of analytics will provide the site managers a clear picture of the traffic visiting a site, where it is coming from, and whether those users are converting to sales. Almost any ecommerce company is relying upon several methods to drive traffic to their site. All of these efforts have costs, whether directly via pay-per-click tools like Google Adwords, or indirectly via strategic partnerships with other sites. Analyzing the return on these expenditures is important and requires a trusted method of tracking incoming data and conversions. Google Analytics, has become the first choice for many ecommerce companies. A basic best-practice for any ecommerce company is to implement Google Analytics. For any firm using Google Adwords, it is a requirement in order to spend money wisely.

Issue: MySymo is a manufacturer and seller of residential and commercial flooring materials. They had several ecommerce sites that were hosted externally on differing platforms, and recently selected NetSuite OneWorld as their ERP system. The in-house web development team at MySymo transferred their sites to the NetSuite WebStore platform. While implementing the sites, they realized that implementing Google Analytics for a NetSuite Web Store required specialized knowledge and experience. They weren't happy with the results of their initial implementation attempts and didn't want to invest the time for their own staff to learn the intricacies of Google Analytics implementation within NetSuite.

Solution: The MySymo team was already working with Explore Consulting and sought out Explore's Google Analytics for NetSuite solution.

While some aspects of implementing Google Analytics are relatively straightforward, especially with 100% custom web site solutions, there are significant



challenges when implementing the analytics tagging and tracking within a platform-based ecommerce system like NetSuite.

One goal of the analytics process is to tie referring sites or paid links to the user's browsing experience and ultimately purchase on the site. This data is stored in the user's session and the transfer across domains greatly complicates the tracking. In particular, there is always at least one domain name transfer involved and often multiple transfers occur during a user experience with NetSuite. For example, customerdomain.com may be implemented as a site external to NetSuite which then links into a NetSuite catalog site at shopping.customerdomain.com. Users are then transferred to checkout.netsuite.com.

A second major issue resolved by Explore Consulting's Google Analytics for NetSuite solution is that of returning transactional information to Google. As for any ecommerce company, it was important for

MySymo to view transaction totals associated with referrer sources in Google Analytics. In order for this to work correctly, the session data must be preserved and associated with transactional information such as order total along with item names and pricing. This data must be pushed back into Google Analytics after the order is confirmed. Within the NetSuite checkout process, the confirmation page does not allow any direct access for customization. Explore's Google Analytics solution utilizes NetSuite's SuiteScripting technologies to eliminate these problems and push the data back to Google Analytics.

MySymo also wanted to track granular user actions such as starting to fill out a sign-up or information request form. These actions are more challenging to track in Google Analytics because they are not directly tied to a URL. Google Analytics Goal Tracking requires distinct URLs for each step of a tracked process. Explore Consulting utilized event tracking calls tied to

SuiteScript which was triggered by the form entry and eventual submittal.

Results: After the implementation of Explore Consulting's Google Analytics for NetSuite product, MySymo had a fully functional Google Analytics implementation for their NetSuite multi-site system. Explore implemented the solution for:

- iFloor.com
- RugArea.com
- DIYFloors.com
- BamboolImporters.com

MySymo is now able to successfully track referrers, site visits, transaction conversation, form events, and more for their web sites.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 8 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Not only is Explore a licensed reseller of the NetSuite product suite, but an experienced NetSuite implementation and integration partner. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to any external data source with our industry-leading CloudConnect™ service, we are your

one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility. While NetSuite can run most businesses using out-of-the-box functionality, we're experts on adapting the product to meet your specific business requirements. Explore Consulting was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 6-time NetSuite Star Performer and is well recognized as a leader in integration and mobile solutions for NetSuite. For more information, visit www.exploreconsulting.com.