



Omniture Analytics for NetSuite Webstores

Background: An e-commerce company using the NetSuite platform to sell a broad range of products across multiple websites, leveraged the NetSuite Multi-Site functionality for their Web Store to provide distinct branding for each of their e-commerce sites. This company extensively uses pay-per-click advertising to drive traffic to their site and to effectively manage their online marketing budget, and uses Omniture's Site Catalyst and SearchCenter modules for their web analytics provider. The Omniture SearchCenter assists in the forecasting and optimization of search engine marketing results as well as the automating keyword bidding.

Issue: The company was implementing NetSuite as their ERP system and moving their classic ASP e-commerce sites into NetSuite. They wished to retain their usage of Omniture in the new NetSuite-hosted web sites. In order for the Omniture products to work correctly, transaction data must be passed to Omniture throughout the checkout and confirmation process. In particular,

the Omniture SearchCenter requires that margin calculations be performed and passed back after the sales order confirmation. The NetSuite Web Store does not provide this functionality natively and an alternate solution is needed.

Solution: Explore Consulting worked with the company to develop scripting to accomplish their Omniture integration needs. A combination of SuiteScript code on the web store pages and a Suitelet hosted in NetSuite were used. Cost and margin calculations were handled by the Suitelet with the resulting data passed back to the web store pages as necessary. This strategy allowed calculations to accommodate kit and matrix items as well as standard inventory items.

Results: This eCommerce company now has full integration of their Omniture Site Catalyst and SearchCenter solutions with NetSuite multi-site Web Stores and are able to closely and effectively manage their pay-per-click campaigns for their sites using SearchCenter.

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 12 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to

an external data source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and 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 an 8-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas.