



Omniture SiteCatalyst/NetSuite Analytics Integration

Background: SiteCatalyst powered by Omniture (recently acquired by Adobe) provides marketers with actionable, real-time intelligence about online strategies and marketing initiatives. SiteCatalyst helps marketers quickly identify the most profitable paths through their website, determine where visitors are navigating away from their site, and identify critical success metrics for online marketing campaigns. SiteCatalyst has several unique features, powerful tools and reporting capabilities that extend beyond Google Analytics capabilities.

to the fact that jumping from customerdomain.com to checkout.netsuite.com generally disrupts the session, thereby providing incomplete and inaccurate analytics. Implementation of SiteCatalyst within a NetSuite checkout and cart is possible, but is a non-trivial process and requires some creative technical solutions.

Solution: Explore Consulting eliminates the challenge of integration between SiteCatalyst and NetSuite websites using their SiteCatalyst Module for NetSuite. This solution includes a series of SuiteScripts and Suitelets that provides the following:

- Supports cross-domain browsing for maintaining continuous sessions.
- Captures sales details for accurate conversion analysis.



References from referring sites are tracked and sessions are maintained from the time a user enters a primary domain, into the web store, and all the way through the checkout process. Not only is data about the purchasing dropout rate being recorded; data about what is in the individual user's shopping cart and some detailed information about the purchase is also being captured.

Results: NetSuite webstore operators are now able to leverage the powerful features of Omniture SiteCatalyst, allowing them to more accurately evaluate user/traffic information by tracking their user sessions through the checkout process. Revenue from orders is recorded, which allows them to put a dollar value on their marketing decisions. It also allows them to see where they can improve to funnel more users through the checkout process.

Issue: While implementing Omniture Site Catalyst into a website can be relatively straight-forward, many cloud-based platforms such as NetSuite's webstore with secure checkout can pose greater challenges due

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 5-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.