



Explore SeeWhy Conversion Manager Connector for NetSuite

"To be honest I wasn't sure Shopping Cart Abandonment was that big of a problem. Until we were able to see actual figures, I was somewhat skeptical. As we continue to gather data the numbers continue to impress. The partnership that we have entered with SeeWhy is proving to be very valuable. For example based on our abandonment rate of 40% (which is probably low across the board), with the help of SeeWhy we have been able to recover about 50% of the identifiable abandoned carts. Real Time marketing to customers that have just left our site will prove to be an incredible tool and we look forward to our continued partnership with SeeWhy."

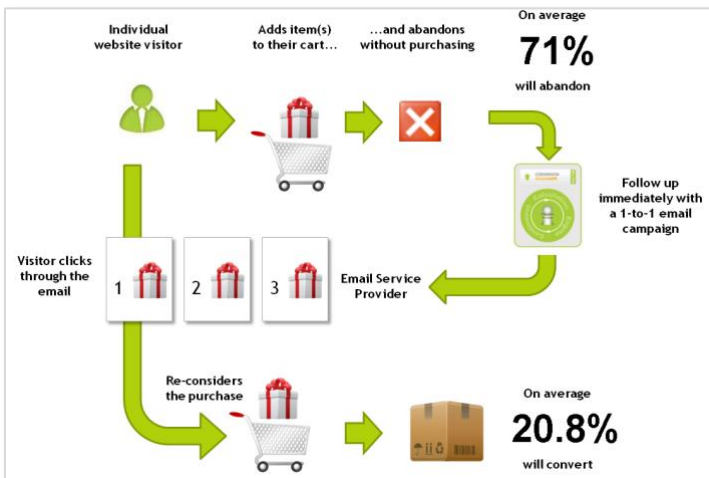
- John Stauffer, Outback Toys

A large percentage of all items added to a cart are abandoned and never purchased. Converting these abandoned items to sales is one of the easiest and best ways to boost your bottom line. SeeWhy has developed a system that allows you to do just that. SeeWhy's system allows you to send customers automated emails offering special incentives to them to purchase abandoned items. On average, SeeWhy's conversion rate on abandoned items is 20.8%.

SeeWhy and Explore have partnered to provide this revenue generating functionality in NetSuite. The Explore SeeWhy Connector for NetSuite hooks NetSuite to SeeWhy's external service and leverages their functionality within a NetSuite Web Store.



How it Works



When a customer adds items to their cart, the Explore SeeWhy Conversion Manager Connector for NetSuite notifies the SeeWhy service. If the customer doesn't purchase within a specific timeframe and abandons the cart, a multi-step email campaign begins to entice them to return and purchase the abandoned item(s). If the first offer isn't enough incentive to convert to purchase, then a second offer is sent with additional enticements. The entire process is aborted if the customer purchases. The SeeWhy Conversion Manager Dashboard (above) makes it easy to see how much money you are making and have the potential to make.

Benefits

- Improves abandoned item conversion up to 30%
- Increases revenue and your bottom line
- The only real-time email abandonment follow-up solution
- Customizable emails that can be sent to customers with incentives
- Error handling and logging
- Email notification of failures

"The Explore Consulting group is professional, talk in my language, and take the time to help me understand what is going on. They are different than a lot of companies, in that it seemed to be just as important that I understood what was happening within my system as much as making sure the implement was successful."

- Kreg Stewart, Warehouse Manager, Outback Toys

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 11 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 a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.