



NetSuite *Site Analytics Module*

NetSuite offers the industry's first and only:

- Web sites integrated with front- and back-office management tools
- Customer self-service centers for viewing orders, tracking packages, and managing support issues
- Dynamic, database-driven Web sites with point-and-click site updates
- Site analytics tools that measure both traffic and revenue
- Affiliate and e-mail marketing tools with real-time ROI measurements
- Upsell tools that recommend items based on other customer's purchases
- Built-in, customizable real-time dashboards

NetSuite Site Analytics Module includes:

- Referrer Reports—Traffic and Revenue
- Site Search Analysis
- Paid Keyword Analysis
- Referrer & Search Engine Keyword
- Customer Activity Reports—including cart contents and current page viewed
- Cart abandonment reports
- Site Conversion Reports
- Visitor Detail Reports
- New and Unique Visitor Reports
- Web Report Snapshots and KPIs

NetSuite's Analytics leverages the power of a single system that integrates all business functions to provide the most actionable and insightful net analytics software available. NetSuite Site Analytics combines traditional Web metrics with transaction data and specific customer activity data. The reports tell you not only how your customers found you, but also measures the ROI of your referrers and search engine keywords. The reports also tell you which pages are most frequently visited, exactly which customers visited them, and when these visits took place. Unique to NetSuite, you can drill down to an individual customer and review all of their activities on your site, including their shopping cart content, pages viewed, referring URL and keyword, click-stream paths, and much more.

Why Site Analytics?

Referrer Report

Referrer reports tell you the referring URL where your visitor originally navigated from. With NetSuite, you see not only where your traffic is coming from, but also how many of those visitors became customers, and how much revenue came from those customers.

Search Engine Keyword Report

Search Engine Keyword reports track the search terms your visitors used to find you. For instance, if your visitor looked for you on Google using the search term "Racing Bikes" and then linked from Google to your Web site, NetSuite records both the referring URL (Google) and the search keywords (Racing Bikes). NetSuite records the number of visitors from each keyword, the number that became customers, and the revenue from those customers.

Two key reports—Leads By Paid Keyword and Sales By Paid Keyword—track the number of new leads and the revenue generated from the paid keyword campaigns across the various search engines you may be marketing with. These are grouped by Campaign Category for easy roll-up and can be analyzed by week, month or quarter at one glance.

Both the Referrer and the Search Engine Keyword reports can display columns for Partner Code, Promotion Code, and Campaign ID. So if you buy ad words on a search engine, as long as you attach a Campaign, Partner and/or Promo ID to the referring URL used to navigate visitors to your site, you will associate that Campaign, Partner or Promo ID to the customer record and to the Referrer and Keyword reports. This way you can distinguish between visitors from a search engine that came from paid search (associated with a Campaign, Partner, Promotion) and those that came from an Organic search (no ID).

Site Search Analysis

Find out exactly what visitors to your Web site are searching for and how often with the Internal Search report. Reporting tells you how many results are being returned for each query, and highlight the queries that are returning zero results. You can also analyze how many querying visitors ended up becoming customers, and how much they purchased.

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Customer Activity Reports

Now you can have a complete understanding of your visitor's Web activities. Each customer record details how the customer found your site (referrer and search engine keyword), which pages they have visited, which click-paths they navigated, how many times they have visited, when their visits took place, and what page they are currently viewing. You can also see exactly what is in their shopping cart, giving your sales force assistance in closing the sale and your marketing team valuable segmentation information.

Cart Abandonment Reports

Increase sell through by viewing what shoppers abandoned in their carts and follow-up with personalized e-mail campaigns to close the deal.

Visitor Detail Reports

Visitor detail reports allow you to see exactly which visitors performed the activity you are measuring. For instance, you can see exactly which visitors clicked on each page, came from each referrer, or searched by each keyword.

New and Unique Visitor Reports

Enhance your visitor and page view analysis with reports that distinguish first-time visitors from return visitors, and provide separate information for each.

Web Report Snapshots and KPIs

You can now display a whole set of Web metrics on your dashboard in the form of reports and Key Performance Indicators (KPIs). Among the new Web report snapshots are Referrer, Keyword, and Page Views. The Referrer and Keyword report snapshots let you view the top Referrers/Keywords by either number of visitors or by revenue generated.