



Advanced Google Analytics for NetSuite

"Before we had Explore Consulting implement Google Analytics within our NetSuite eCommerce webstore, we were not able to take advantage of the powerful Google Analytics reporting features, and were missing out on some sales opportunities. We are now able to see detailed traffic, conversion and key word metrics and quickly and accurately measure marketing effectiveness. Thanks to this service provided by Explore, I am confident we are always presenting the most relevant information to our customers and maximizing our eCommerce sales."

-Beth Sheets, COO, BabyLegs

Whether you're online to boost your brand, sell your wares, or both, website analytics is one tool you should not be without. There have been a number of changes in the website analytics market over the past few years, but most notable is the advancement of Google Analytics. This full-featured analytics tool is easy to use, understand, and best of all it's FREE! For all these reasons, Explore Consulting recommends and specializes in supporting Google Analytics for all NetSuite (and non-NetSuite) websites.

Connecting Google Analytics to a NetSuite website has several intricacies that we have built into our base and add-on packages to provide a turnkey solution. Without special coding, an installation will not track your conversion or revenue data due to the restrictions of the NetSuite shopping cart. Additionally, because the NetSuite shopping cart has its own domain (such as shopping.netsuite.com) special handling of user sessions and tracking across multiple domains must be implemented. Many Google Analytics installations do not account for the multiple domains your website encompasses and do not accurately track user sessions and referrers.

Another common need is the ability to track users across multiple domains such as a blog, micro-site or external search. [Explore's Google Analytics module](#) offers the ability to track a continuous user session over as many domains as your web site encompasses. Are you interested in getting more customers to sign up or register on your website? Our

optional Lead Tracking for Google Analytics provides you with the data needed to improve your customer capture conversion rate. [Explore's Google Analytics module](#) ensures that every dollar you're spending on web site development, search engine optimization, and paid advertising is effectively targeting, attracting, and converting highly qualified traffic!

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 third 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.