

WiredMinds Enterprise – E-Commerce module

The E-Commerce module for WiredMinds Enterprise Understand your customers.



Five questions to Sascha Buhr
CEO
WiredMinds AG

How can I identify a typical eCommerce customer through their behaviour on my site?

Why do some prospects abandon their order half way through?

Where are all my eCommerce customers coming from?

What are the „Tops“ and the „Flops“ of my online store? And what are my customers doing on my store other than shopping?

Do you maintain your own online shop or sophisticated e-commerce system? Do you advertise your products with banner ads or search engines? Do you have a monthly budget for marketing activities? If so, you'd probably like to know the revenue return drawn by each of your advertising efforts. You're probably also interested in knowing if your site visitors have problems navigating your shop and where, how and why they leave it.

Get to know your customers

The information supplied by the WiredMinds E-Commerce module can answer all of these questions – and provides you with the tools to improve your shop system. You are provided with numerous details about your customers while they visit your site, allowing you to better know and understand them. Get comprehensive, reliable and instantaneous information based on WiredMinds' proven real-time analysis.

Reliable pixel tag technology

All of the analysis functions are based on WiredMinds pixel tag technology. The WiredMinds E-Commerce module provides you with numerous analysis parameters, helping you to evaluate and improve your e-commerce system.

Additional information provided:

- Shopping basket analysis
- Routes taken through the site
- Purchase problem analysis (when was the purchase process aborted)
- Milestones
- Purchase/user behaviour
- User data (operating system, monitor resolution, etc.)
- Geographic location (country, city, language)

Click for click

The E-Commerce module lets you accompany your customers from their first click on your banner ad to the cash register of your shop, allowing you to directly gauge the success of your marketing campaigns. You are also enabled to compare advertising costs against the additional revenues they bring. Analyse which products and product types are viewed most frequently, which products are placed in the shopping basket and which are finally purchased. An overview the 'winners' and 'losers' in your product portfolio is also on hand.

Helpful analyses

Extensive statistics and graphics assist you in the evaluation of your e-commerce system and allow you to compare your customers. In addition, the viewed and purchased product groups can be analysed in detail and compared against revenue figures.

The various analysis tools of the E-Commerce module help you devise the best strategy for addressing your customers. Present your customers with precisely the products and information they are likely to find interesting. Position your products in your online shop in a manner that maximises customer responsiveness. This enhances customer acceptance – while also enhancing your revenues.

Useful add-on

The WiredMinds E-Commerce module is available for WiredMinds Enterprise customers as a licence or ASP service. On demand, existing e-commerce, ERP, SCM and CRM systems can be integrated with the solution.



About WiredMinds AG

Since its founding in 1997, WiredMinds has focused exclusively on its core business – user behaviour and availability analysis with respect to web-based applications, processes and websites. The high-performance WiredMinds Enterprise Edition analyses 'classic' online solutions like websites, online shops, portals and online gaming sites with extreme

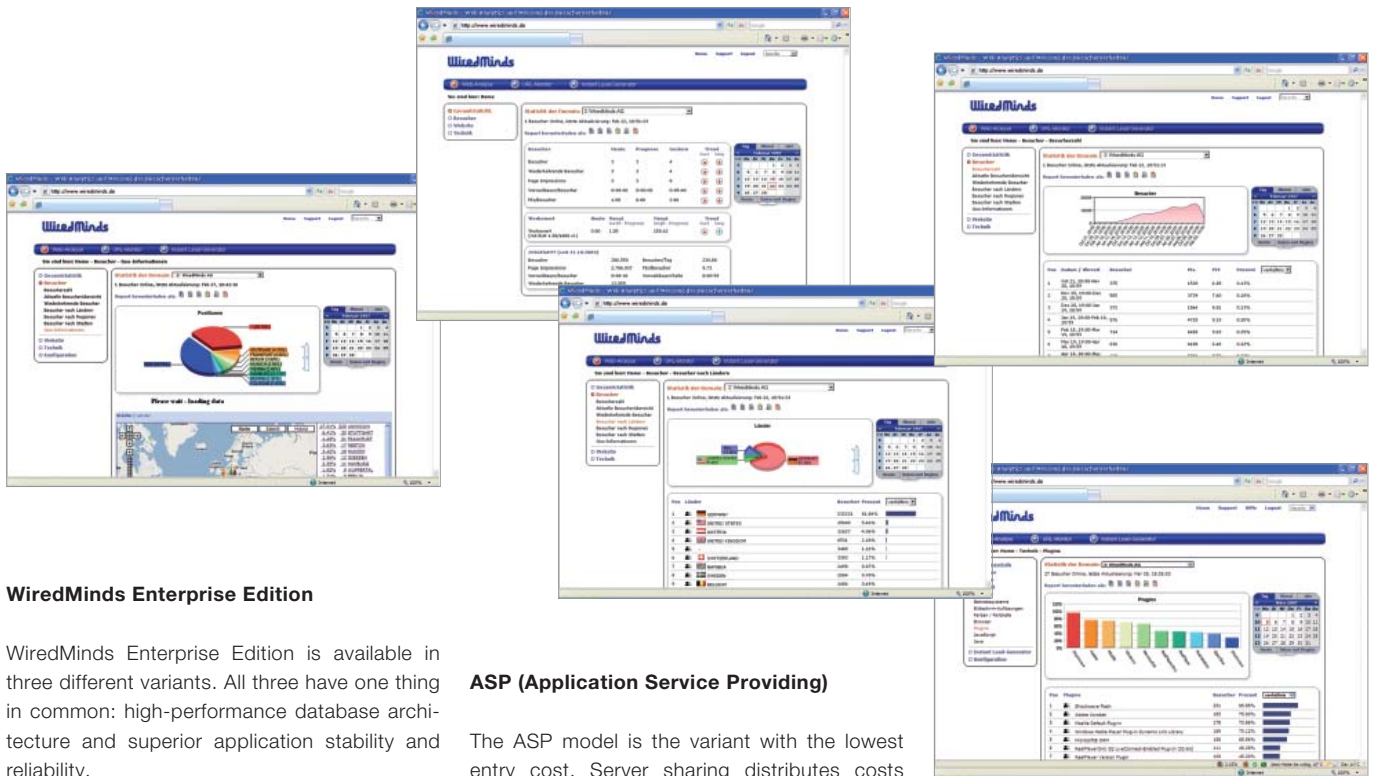
accuracy even at high click rates.

With its award-winning technology, WiredMinds is one of the leading suppliers of tools for the analysis of web-based processes when systems such as CRM, SCM or ERP are involved.

(www.wiredminds.de)

WiredMinds

WiredMinds Enterprise



WiredMinds Enterprise Edition

WiredMinds Enterprise Edition is available in three different variants. All three have one thing in common: high-performance database architecture and superior application stability and reliability.

All three variants evaluate real data during analysis without resorting to 'sampling'. This allows the generation of accurate analyses via your web applications at any time, and the real-time data can also be used for other purposes, for example, in call centre operations. WiredMinds has expanded its solution with functions to help businesses, organisations, webmasters and marketing teams add value to their operations by leveraging website profitability. Alongside a broad range of standard features, WiredMinds Enterprise supports open interfaces for data exchange with products from third parties, such as DMS, CRM, ERP and SCM solutions.

Software licence

We also offer software licences for companies and organisations that are unable to take advantage of the ASP solution due to legal restrictions or for other reasons. The licence model is often chosen by banks or financial service providers and by customers seeking to employ the solution primarily for tracking their internal processes.

ASP (Application Service Providing)

The ASP model is the variant with the lowest entry cost. Server sharing distributes costs among all users, securing a significant price savings for all those enrolled in the service. In addition to savings in terms of money and resources, all applications are operated and maintained by our IT professionals. Your data remains secure and confidential in our highly available data centre. The ASP service model includes round-the-clock support and regular updates and upgrades, in addition to standard server operations. With regular updates you can be sure you're always using the latest version of our software.

MSP (Managed Service Providing)

Do you want to run the solution on your own IT hardware without forgoing the advantages of professional servicing and support? In this case, our MSP (Managed Service Providing) model is designed for you. The MSP model combines all of the advantages of the ASP option with the security and reliability of an in-house solution – at a fair price. The MSP model requires the purchase of at least one software licence.

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