From Fragmented to Insights

Speakers: Rob Miller & Ryan Street

6.13.2012



Agenda

Brief Intro of Rob Miller and Ryan Street

3 Critical Cross-Channel Actions for eCommerce Growth

5 Compelling Reasons for Leveraging Cross-Platform Analytics

xceler8 Analytics Demo



3 Cross-Channel Actions



3 Critical Cross-Channel Actions for eCommerce Growth

Engage & understand customers across all channels

- ecommerce
- Online/social
- In-store

Create an integrated customer experience

- Integrate technology (web, mobile, social, POS, and email)
- Integrate experience (digital, print, verbal)

View customer data and interactions utilizing a cross channel analytics solution



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Leverage Cross-Platform Analytics



5 Compelling Reasons for Leveraging Cross-Platform Analytics

Deeper insights that more accurately reflect an integrated customer experience

Data is no longer trapped in a lens or platform

Truly understand the cost of acquiring and retaining customers

Different data for different roles

Full circle view of marketing campaigns



Demo

Product Basket Analysis

Date Range 1d 1w 1m 3m 1y 5y Top # of Products 20 # of Times 3 21	Top 20 Bundled Products By Most Common Product Combinations																				
		n-C 1000 Tink Mix D Packets	r Emergen.c 1000 tamin C Drnk Mix n Lime 30 Packets	Emergen-C 1000 amin C Drink Mix erry 30 Packets	th Green tiple al Powder	Daily Care lirt 2 fl oz	Pine Tar Soap 4 25 oz	s Slice of a B-12 s Natural mies	SunSpot ES	Fish Free sed Ois	CLA-1300 - Sofigels	Way EtaGold M 1000 mg - 60	Way Krill Oil 60 Softgels	Greens 26.4 oz	Vitamin D s Sour U - 50	s Fibro- 0 Tablets	Fuel 2000	fed 0112 ft	olic Acid Caps 200 Capsules	4 06 floz	lia Extract -
		Alacer Energen-C 1000 mg Vitamin C Drink Mix Acai Berry 30 Packets	Macer Emerge mg Vitamin C Di Lemon Lime 3	Alacer Emerge mg Vitamin C Di Raspberry 3	Al One Nutrifiech Green Phyto Base Multiple Vitamin 8 Mineral Powder - 15 9 oz	Eco-dent Daily Original Mirt	Grandpa's Pin Bath Size 4.2	Hero Nufritionals Life Energy plus B Gummy Vitamins Fruit 60 Gummis	Lane Labs Sur Gei 0.5 oz	Nature's Secret Fish Free Omoga Plant Based Ots - 90 Sotgels	Nature's Way CLA-1300 - 1,300 mg - 90 Softgels	Nature's Way 8 MegaDHA 10 Sofgets	Nature's Way 1 500 mg - 60 So	Olympian Labs Greens Protein 8 in 1 - 26.4 oz	Ranbow Light Vitamin D Sunny Cummies Sour Lemon 1000 IU - 50 Cummies	Source Naturals Fibro- Response 180 Tablets	Twiniab Amino Fuel 2000 150 Tablets	Twinish Emulsifed Omega-3 Fish OI oz	Twiniab Folic / 800 mcg - 200 (Wisdom Natural SweetLeaf Stevi Liquid Stevia - 4	Wisdom Natural SweetLeaf Stevis
Product Category Filter Top Level (A1) Bath & Beauty Bady Building & Sports Nutri Besential Fatty Acids Fod & Beverage Search by Nutrients V termins	Alacer Emer.																			-	
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Questions?

Key Takeaways

- 3 Cross Channel Actions
 - Engage & Understand Customers Cross-Channel
 - Create an Integrated Customer Experience
 - View customer data and interactions utilizing a cross channel analytics solution.

5 Compelling Reasons to Leverage Cross Platform Analytics

- Deeper insights that more accurately reflect an integrated customer experience
- Data is no longer trapped in a lens or platform
- Truly understand the cost of acquiring and retaining customers, maximizing your wallet share
- Different data for different roles
- Full circle view of marketing campaigns



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