

NetSuite

including their shopping cart content, their pages viewed, their referring URL and keyword, their click-stream paths, and much more.

REPORTS INCLUDE:

Referrer Report

Referrer reports tell you where your visitors are coming from. It records the referring URL from which your visitor originally navigated. This tells you where your traffic is coming from.

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).

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), what 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.

Visitor Detail Reports

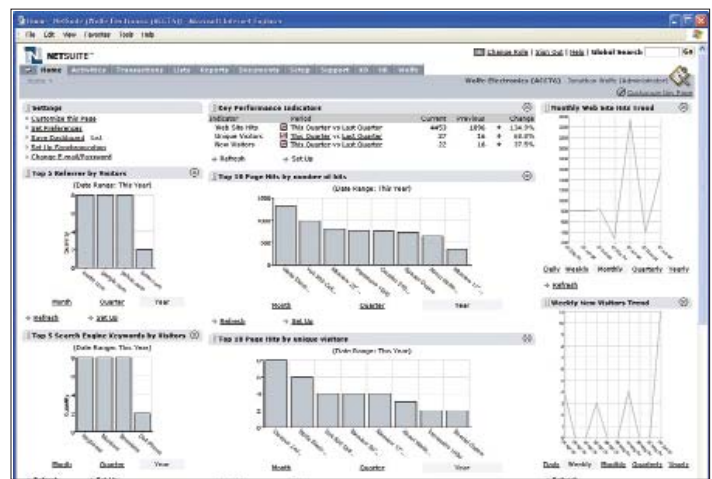
Visitor detail reports allow you to see exactly which visitors performed the activity you are measuring. For instance, you can see exactly which visitors clicked on each page, came from each referrer, or searched by each keyword.

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. Not only can you see if it is the visitor's first visit during a time frame, but also if it is their first visit overall. This provides much more robust visitor information. You can place the two visitor metrics directly onto your dashboard as a KPI.

Web Report Snapshots and KPIs

You can now display a whole set of Web metrics on your dashboard in the form of reports and 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.



Web Reports

INTERNATIONAL

Multi-Currency

Your customers can choose the currency they want to transact in. Your Web store can display and sell in any currency that you set up, and let your customers choose their currency. All prices will be automatically updated to display your customer's preference.

MULTI-SITE AND DOMAIN REDIRECTS

Multi-Site

You can now point multiple domain names to NetSuite, and point each domain name to a different Web page. If you are hosting HTML pages on NetSuite, this allows you to display an entirely different site on each domain name. However, you still only have one shopping cart, which must be shared across all sites.

Domain Re-directs

Each domain that you point to NetSuite can be re-directed to another domain, and can include hidden parameters. This allows you to pass parameters such as affiliate IDs into a domain name.