

ANALYTICS CONSULTING SERVICES FOR RETAILERS

Your website data is a digital goldmine, holding the key to understanding your customers and enhancing profitability. Unfortunately, many retailers simply don't have the resources or know-how to transform their data into gold. NetElixir's Analytics Consulting Services help you do just that by uncovering hidden truths in your data and turning them into actionable strategies to boost your business.

WHAT WE DO & HOW WE DO IT

Now, more than ever, online retailers have access to endless streams of customer data – but culling insights from that data can be overwhelming. NetElixir specializes in helping online store owners cut through the noise and hone in on the insights most critical to their business. We use a proven process focused on high-impact services including:

- Google Analytics Setup & Configuration:** Make sure your setup adheres to best practices. This includes a comprehensive Google Analytics audit, as well as a checklist covering key retail-critical features like Funnels, Google Signals, Benchmarking, and Site Search tracking.
- Data Visualization & Dashboards:** Google Analytics offers more than 300 customizable reports. We help you identify the ones most relevant to your business – those that can uncover opportunities for growth and expose areas of underperformance. We also use Tableau to generate interactive visualizations allowing you to explore your data more intuitively. From these reports, we help you generate actionable strategies for achieving your defined goals.
- Google Tag Manager (GTM):** Implement GTM across your website to benefit from faster page load times and simpler tag management. GTM enables easy page tagging and event tracking without requiring technical resources or changes to website code.
- Conversion Rate Optimization:** Leveraging our deep domain expertise in digital retail marketing along with insights from your data, NetElixir's team will recommend mobile and website changes following industry best practices, including the LIFT Model of conversion rate optimization. Small changes can make a big impact; for example, we've helped clients increase order revenue by 20% simply through text placement changes, and boosted conversion rates by double digits just by including user product reviews. Whether it's improving landing pages, altering design elements, or streamlining the customer journey, we guide you through prioritization of site changes, as well as validation with A/B testing to get you proven results quickly and efficiently.

KEY BUSINESS BENEFITS

- Turn customer data into a competitive advantage.
- Increase conversion rates and maximize marketing ROI.
- Gain insight into customer demographics, behaviors, and propensity to purchase.
- Make better strategic and product decisions based on data and testing.



ABOUT NETELIXIR

NetElixir is a fanatically analytical global search marketing agency dedicated to helping retailers find and acquire new customers online.

Since 2004, our data-intensive approach and deep retail expertise have delivered success for hundreds of brands in highly competitive marketplaces. But our passion, dedication, and unwavering customer focus is what our clients value most – their goals become ours to achieve, and their expectations become ours to exceed.

Choose from our standard analytics packages or tailor your own package for even more customized in-depth analysis and recommendations. All packages include a monthly report analysis with specific, data-driven actionable recommendations.

GOOGLE ANALYTICS SETUP AND REPORTS	GOOGLE ANALYTICS AND VISUALIZATION	GOOGLE ANALYTICS AND CONVERSION RATE OPTIMIZATION
Google Analytics Setup & Configuration Custom Reports and Monthly Snapshot	Google Analytics Setup & Configuration including Goals and Funnels Google Tag Manager Custom Dashboards & Reports Monthly Executive Summaries in Tableau	Google Analytics Setup & Configuration Google Tag Manager Custom Dashboards & Reports Monthly Executive Summaries in Tableau Conversion Rate Optimization, including Landing Page A/B Testing

THE NETELIXIR DIFFERENCE: TRUST, EXPERTISE, AND A PASSION FOR RETAIL

We take pride in our exceptional commitment to our clients' success. With an average account manager tenure of 4.5 years, our customers see us as a part of their core team and count on us to be by their side for the long haul. Here's what else our customers love about us:

We are **fanatically analytical**. NetElixir helps retailers analyze online consumer behavior to drive unparalleled results. In a space as complex as retail search engine marketing, a data-driven and analytical approach offers the most effective, proven path to success. Our team is brimming with retail-focused technologists, data scientists, and engineers who help our clients uncover the hidden patterns in their data – to more effectively find, target, convert, and understand their most valuable prospects and customers. We've developed an extensive proprietary retail insights database, as well as dozens of category-specific customer journey algorithms based on the 6.5 million hours of retail digital marketing experience we've logged – all of which give our clients a clear competitive advantage.

We are **knowledge creators and sharers**. Paid search and shopping are rapidly changing marketplaces – which means that strategies that have worked well in the past can quickly become ineffective. Thus, at NetElixir, we are constantly testing, improving, learning, and innovating – never simply satisfied with the status quo. We work just as hard to share this knowledge – through webinars, whitepapers, and workshops on best practices, industry trends, and market forecasts – empowering our clients through education, so they can make the right strategic decisions for their businesses. We even offer honest guidance when we feel clients will get better returns by reducing paid search spend to focus on other marketing investments: our clients' success always comes first.

We have a **passion for retail**. From customer segmentation to the 4Ps of marketing, we understand the mindset and nuances of the retail industry, drawn from our experience across hundreds of retail niches. Whether it's the ability to handle fast inventory churn for fashion brands, optimize campaigns based on warehouse locations and shipping costs, evaluate return rate correlations across different customer contexts, or track omnichannel campaigns across web, mobile, and brick-and-mortar interactions – our deep retail expertise gives our clients the extra edge they need to succeed.

